A6635-8

BFM

National Association of
NAB
BROADCASTERS

1987
RADIO
EMPLOYEE COMPENSATION
AND FRINGE BENEFITS
REPORT

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ISBN # 0-89324-031-1

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METHODS

Questionnaires requesting salary and fringe benefits information were mailed to all U.S. commercial radio stations in May 1987. Of the 8837 stations on the air at that time, 1433 facilities representing 2075 stations completed the survey. This results in an estimated response rate of 23.5%. **Since this survey has such a low response rate, care should be taken when interpreting the data.**

From the information collected, 34 tables have been prepared based on revenue categories, station type (AM, Fulltime, FM, AM/FM and AM Daytime), and categories of market population. Information regarding station type, revenue and market population were requested in the survey. Respondents were given the following instructions to fill out the employee compensation information.

> 1. **Fill in only those jobs which exist at your station.** Where duties of two classifications may be combined at your station, classify this person by major responsibility.
>
> 2. **Base Salary.** The base salary for each department head and support staff should be the annual compensation level as of March 31, 1987. For sales personnel only the annual compensation should be the 12 months of April 1, 1986 to March 31, 1987.
>
> 3. **Bonus.** The bonus paid to each of the department heads should be for the period April 1, 1986 through March 31, 1987.
>
> 4. **Number of Fulltime Employees.** Fulltime is defined as employees working 30 hours or more a week. At radio-television stations, employees working in both radio and television will be included only if they regularly work 30 hours or more a week in radio.

Each table contains the average and median base salary for 12 different department heads as well as their average and median annual bonus. Also included in each table are average, median and average starting salaries for 12 different support staff positions. Definitions of these support staff positions can be found on page 70.

Average and median compensation for sales staff as well as the percent of stations using each of eight different compensation methods also are found in each table. The final area covered in each table is fringe benefits information including average number of paid holidays and paid sick days as well as the amount of vacation offered.

Two items within the tables merit special attention. The first, N/R, signifies that no stations responded to that category. Second, the average bonus is the average for all reported department heads whether they received a bonus or not. When the median bonus is 0 it signifies that at least half of the stations responding with a salary figure did not pay a bonus to that position during the past year.

Table I

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	45,511	6,033	36,000	0
Chief Engineer	23,792	326	22,500	0
Contract Engineer	7,966	43	6,000	0
Program Director	25,162	677	19,200	0
Operations Director	25,970	847	20,020	0
News Director	19,459	152	16,450	0
Sports Director	17,816	265	15,000	0
Business Manager/Controller	21,415	337	18,300	0
Traffic Manager/Supervisor	14,454	113	13,300	0
Community/Public Affairs Director	17,676	61	15,000	0
Promotion/Marketing Director	22,488	311	21,000	0
Research Director	17,708	165	15,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	17,445	14,000	15,048
News Announcer	2	17,910	15,000	15,946
News Reporter	2	16,396	14,000	14,578
Farm Reporter	1	22,524	20,477	17,539
News Editor	1	19,355	16,190	14,575
Sports Reporter	1	19,598	15,000	16,356
Technician	2	20,105	18,504	18,637
Continuity Writer/Copywriter	1	14,481	13,734	13,161
Production Person	1	20,160	18,720	17,931
Music Person	1	19,051	17,000	18,321
Traffic/Computer Operator	1	13,663	13,000	12,153
Sales Support Person	2	14,489	14,500	13,120

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	24,043	44,097	43,064	56,813	22,332
Median	20,000	36,000	36,000	58,000	18,000

Table I
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	12	5	12	27
Salary & Bonus	1	24	17	16	20
Straight Com.	23	31	35	26	36
Draw Against Com.	9	20	21	18	7
Salary & Com.	25	5	7	10	3
Salary, Bonus & Com.	33	5	8	10	5
Straight Com. w/bonus	8	3	7	5	1
Other	0	1	1	3	1

BENEFITS Paid Holidays (average) **7** Paid Sick Days (average) **8**

Sick Leave: Formal **54%** Informal **46%** Accumulate? Yes **23%** No **77%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	46	3	40	11
	Dependents	11	34	41	14
Surgical Benefits:	Employee	45	3	40	12
	Dependents	11	34	41	15
Major Medical:	Employee	45	3	40	12
	Dependents	11	34	40	15
H.M.O.:	Employee	13	1	15	71
	Dependents	3	10	15	72
Dental:	Employee	18	4	18	60
	Dependents	4	16	18	61
Vision:	Employee	9	2	8	81
	Dependents	2	7	8	83
Disability:	Short Term	26	3	16	55
	Long Term	18	8	16	58
Accidental Death:	Employee	42	4	22	32
	Dependents	8	20	20	52
Group Life:	Employee	47	5	27	21
	Dependents	8	25	22	45
Pension Plan		13	1	4	82
Profit Sharing		12	0	3	85
401-K Plan		2	2	7	89
Employee Stock Option Plan		3	2	2	94
Education/Career Development					
Tuition Reinbursement		25	1	15	59
Workshops, Seminars etc.		50	1	11	38

Table II
Revenue Size Over $5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	109,053	24,175	106,500	15,000
Chief Engineer	45,594	1,218	44,100	0
Contract Engineer	37,210	273	35,776	0
Program Director	60,018	3,219	60,000	0
Operations Director	64,844	7,150	60,000	1,275
News Director	44,750	557	44,000	0
Sports Director	40,238	339	35,786	0
Business Manager/Controller	38,951	1,565	38,375	0
Traffic Manager/Supervisor	23,901	300	22,978	0
Community/Public Affairs Director	29,384	57	30,000	0
Promotion/Marketing Director	30,521	332	30,000	0
Research Director	20,142	207	17,861	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	7	45,085	40,000	40,644
News Announcer	3	34,601	32,900	29,905
News Reporter	4	31,415	27,723	29,444
Farm Reporter	1	45,825	48,500	28,000
News Editor	3	26,679	23,000	18,553
Sports Reporter	2	40,332	35,149	32,002
Technician	3	29,860	29,889	26,702
Continuity Writer/Copywriter	1	21,672	19,860	19,432
Production Person	2	28,141	27,700	23,372
Music Person	1	27,480	24,500	27,620
Traffic/Computer Operator	2	19,918	18,787	17,691
Sales Support Person	2	17,768	18,000	16,561

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	9				
Annual Compensation ($)					
Average	53,660	100,555	85,035	78,483	40,111
Median	51,755	92,000	76,025	75,551	35,590

Table 11
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	0	0	0	16
Salary & Bonus	0	45	24	27	37
Straight Com.	12	24	36	32	37
Draw Against Com.	5	22	18	19	11
Salary & Com.	29	1	10	5	0
Salary, Bonus & Com.	39	5	8	8	0
Straight Com. w/bonus	16	1	2	5	0
Other	0	1	2	3	0

BENEFITS

Paid Holidays (average) **9** Paid Sick Days (average) **11**

Sick Leave: Formal **73%** Informal **27%** Accumulate? Yes **34%** No **66%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	3	3	3	3	4	4	4

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	49	0	51	0
	Dependents	17	13	70	0
Surgical Benefits:	Employee	47	0	53	0
	Dependents	18	14	69	0
Major Medical:	Employee	47	0	53	0
	Dependents	16	14	70	0
H.M.O.:	Employee	18	2	37	44
	Dependents	8	10	39	44
Dental:	Employee	27	4	46	23
	Dependents	10	14	52	25
Vision:	Employee	12	3	24	62
	Dependents	5	3	27	65
Disability:	Short Term	47	2	24	27
	Long Term	42	4	40	14
Accidental Death:	Employee	48	8	31	13
	Dependents	17	14	35	35
Group Life:	Employee	62	3	33	3
	Dependents	19	19	36	27
Pension Plan		51	0	17	32
Profit Sharing		17	0	17	67
401-K Plan		8	10	41	41
Employee Stock Option Plan		18	9	5	67
Education/Career Development					
Tuition Reinbursement		50	1	22	26
Workshops, Seminars etc.		78	3	5	14

Table III
Revenue Size $2 - $5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	81,829	12,547	80,000	7,800
Chief Engineer	32,651	347	30,250	0
Contract Engineer	19,175	0	19,000	0
Program Director	44,414	1,630	40,000	0
Operations Director	43,964	802	41,728	0
News Director	27,568	168	27,000	0
Sports Director	26,350	418	25,833	0
Business Manager/Controller	29,327	430	26,850	0
Traffic Manager/Supervisor	18,885	149	18,000	0
Community/Public Affairs Director	22,856	128	21,920	0
Promotion/Marketing Director	23,565	324	24,000	0
Research Director	17,701	190	15,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	7	27,511	27,000	21,974
News Announcer	2	21,998	20,000	20,062
News Reporter	3	19,149	18,000	15,640
Farm Reporter	1	26,834	23,086	16,000
News Editor	1	23,276	23,160	16,476
Sports Reporter	1	22,034	20,000	18,772
Technician	2	21,434	20,600	19,152
Continuity Writer/Copywriter	1	18,365	17,200	15,842
Production Person	1	23,912	22,800	22,593
Music Person	1	23,181	22,202	22,270
Traffic/Computer Operator	1	16,480	15,818	14,495
Sales Support Person	1	15,780	15,000	14,037

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	38,071	70,034	56,886	54,051	25,474
Median	35,000	70,000	55,000	55,600	25,000

Table III (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	3	7	6
Salary & Bonus	0	29	27	14	24
Straight Com.	12	27	35	21	55
Draw Against Com.	6	30	27	31	3
Salary & Com.	27	0	1	2	0
Salary, Bonus & Com.	47	4	4	14	12
Straight Com. w/bonus	8	2	3	5	0
Other	0	1	1	5	0

BENEFITS

Paid Holidays (average) **7** Paid Sick Days (average) **9**

Sick Leave: Formal **64%** Informal **36%** Accumulate? Yes **30%** No **70%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	3	3	3	3	3	3	4

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	56	1	44	0
	Dependents	10	34	57	0
Surgical Benefits:	Employee	54	1	45	0
	Dependents	10	32	58	0
Major Medical:	Employee	53	1	45	1
	Dependents	12	29	58	1
H.M.O.:	Employee	16	2	19	63
	Dependents	4	9	24	63
Dental:	Employee	32	4	32	32
	Dependents	3	26	37	34
Vision:	Employee	13	1	12	74
	Dependents	1	8	14	77
Disability:	Short Term	43	2	18	36
	Long Term	39	11	26	24
Accidental Death:	Employee	51	6	27	15
	Dependents	8	18	25	49
Group Life:	Employee	54	7	32	7
	Dependents	6	27	26	41
Pension Plan		29	1	2	68
Profit Sharing		14	1	8	77
401-K Plan		6	1	22	70
Employee Stock Option Plan		6	2	7	85
Education/Career Development					
Tuition Reinbursement		32	1	15	52
Workshops, Seminars etc.		58	2	9	31

Table IV
Revenue Size $1 - $2 Million — All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	54,047	10,175	51,500	4,000
Chief Engineer	23,677	308	23,860	0
Contract Engineer	11,460	198	10,000	0
Program Director	26,852	827	25,000	0
Operations Director	24,566	306	24,150	0
News Director	19,818	77	19,000	0
Sports Director	17,136	219	15,000	0
Business Manager/Controller	21,659	231	20,000	0
Traffic Manager/Supervisor	15,382	215	15,000	0
Community/Public Affairs Director	17,025	33	15,500	0
Promotion/Marketing Director	16,759	472	17,000	0
Research Director	13,525	0	11,500	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($)		Average Starting Compensation ($)
		Average	Median	
On-Air Personality	6	17,566	16,900	15,369
News Announcer	2	16,492	16,000	14,459
News Reporter	2	15,225	15,000	13,944
Farm Reporter	1	21,601	21,000	19,214
News Editor	1	21,125	23,100	16,382
Sports Reporter	1	11,824	13,464	11,813
Technician	1	18,313	17,952	18,069
Continuity Writer/Copywriter	1	14,356	14,300	13,421
Production Person	1	18,364	18,000	16,762
Music Person	1	17,560	17,640	15,077
Traffic/Computer Operator	1	14,054	13,715	12,006
Sales Support Person	1	13,939	13,380	12,673

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	25,139	48,642	38,723	31,284	18,842
Median	24,400	45,000	38,500	30,000	16,000

Table IV (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	8	7	6	42
Salary & Bonus	1	23	22	6	8
Straight Com.	13	30	21	41	25
Draw Against Com.	8	22	27	18	17
Salary & Com.	25	6	4	18	8
Salary, Bonus & Com.	41	5	4	12	0
Straight Com. w/bonus	10	6	13	0	0
Other	1	1	0	0	0

BENEFITS

Paid Holidays (average) **7** Paid Sick Days (average) **9**

Sick Leave: Formal **68%** Informal **32%** Accumulate? Yes **34%** No **66%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	59	1	40	1
	Dependents	11	39	45	5
Surgical Benefits:	Employee	57	1	41	1
	Dependents	10	40	45	5
Major Medical:	Employee	58	1	41	1
	Dependents	10	39	46	5
H.M.O.:	Employee	17	1	12	70
	Dependents	3	12	13	72
Dental:	Employee	30	5	23	42
	Dependents	6	29	22	43
Vision:	Employee	14	2	7	77
	Dependents	2	10	9	79
Disability:	Short Term	30	3	21	46
	Long Term	24	7	19	50
Accidental Death:	Employee	56	1	26	17
	Dependents	8	23	23	45
Group Life:	Employee	61	4	28	7
	Dependents	8	29	25	38
Pension Plan		20	2	7	71
Profit Sharing		16	1	5	78
401-K Plan		1	6	9	85
Employee Stock Option Plan		5	2	3	90
Education/Career Development					
Tuition Reinbursement		28	1	22	49
Workshops, Seminars etc.		58	1	10	31

Table V
Revenue Size $500,000 - $1,000,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	43,337	4,659	41,850	0
Chief Engineer	19,650	176	19,200	0
Contract Engineer	8,475	14	6,612	0
Program Director	21,514	298	20,000	0
Operations Director	22,427	344	21,562	0
News Director	17,591	61	16,800	0
Sports Director	14,802	122	15,000	0
Business Manager/Controller	18,174	129	17,200	0
Traffic Manager/Supervisor	13,744	69	13,000	0
Community/Public Affairs Director	14,893	26	14,772	0
Promotion/Marketing Director	17,014	101	16,640	0
Research Director	14,000	0	14,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	15,083	14,000	13,407
News Announcer	1	14,393	14,000	12,984
News Reporter	1	12,707	12,360	11,582
Farm Reporter	1	16,986	14,416	16,863
News Editor	1	13,782	13,800	12,260
Sports Reporter	1	13,100	14,186	12,404
Technician	1	16,524	17,080	15,424
Continuity Writer/Copywriter	1	12,988	12,750	11,811
Production Person	1	15,303	15,000	14,577
Music Person	2	13,866	14,800	13,161
Traffic/Computer Operator	1	12,658	12,000	11,815
Sales Support Person	2	13,297	12,000	12,249

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	21,551	37,322	32,480	25,384	17,314
Median	20,000	35,000	30,000	25,000	16,000

Table V (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	11	6	26	41
Salary & Bonus	0	25	15	16	14
Straight Com.	23	32	39	16	27
Draw Against Com.	11	19	15	5	5
Salary & Com.	22	5	6	16	0
Salary, Bonus & Com.	33	5	10	16	9
Straight Com. w/bonus	9	2	10	5	5
Other	0	0	0	0	0

BENEFITS

Paid Holidays (average) **7** Paid Sick Days (average) **8**

Sick Leave: Formal **55%** Informal **45%** Accumulate? Yes **23%** No **77%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	52	1	44	3
	Dependents	10	40	44	6
Surgical Benefits:	Employee	51	1	44	4
	Dependents	11	39	43	7
Major Medical:	Employee	50	1	43	6
	Dependents	11	39	41	9
H.M.O.:	Employee	14	0	20	66
	Dependents	2	15	16	67
Dental:	Employee	16	4	17	63
	Dependents	3	15	17	65
Vision:	Employee	9	1	9	81
	Dependents	1	9	8	83
Disability:	Short Term	26	3	16	55
	Long Term	16	9	13	62
Accidental Death:	Employee	50	2	24	25
	Dependents	8	21	21	49
Group Life:	Employee	56	3	30	11
	Dependents	10	27	24	39
Pension Plan	——	10	0	3	87
Profit Sharing		17	0	1	82
401-K Plan		1	3	3	93
Employee Stock Option Plan		1	0	0	99
Education/Career Development					
Tuition Reimbursement		24	1	17	57
Workshops, Seminars etc.		55	1	12	32

Table VI
Revenue Size $250,000 - $500,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	30,713	2,557	30,000	0
Chief Engineer	15,938	144	15,000	0
Contract Engineer	5,859	40	5,000	0
Program Director	16,257	103	15,600	0
Operations Director	17,182	370	17,000	0
News Director	13,890	148	13,200	0
Sports Director	12,465	406	13,000	0
Business Manager/Controller	14,481	34	13,200	0
Traffic Manager/Supervisor	11,986	54	11,850	0
Community/Public Affairs Director	10,142	96	10,000	0
Promotion/Marketing Director	14,306	0	12,000	0
Research Director	10,950	25	10,950	25

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	12,783	12,000	11,292
News Announcer	1	13,041	12,000	13,058
News Reporter	1	11,697	12,000	9,619
Farm Reporter	1	14,493	13,350	14,325
News Editor	1	14,292	14,215	11,585
Sports Reporter	1	10,054	10,600	8,348
Technician	1	13,080	12,500	10,536
Continuity Writer/Copywriter	1	10,845	10,000	10,197
Production Person	1	13,127	11,850	11,681
Music Person	1	12,782	12,619	9,980
Traffic/Computer Operator	1	11,221	10,900	9,679
Sales Support Person	2	11,726	12,000	9,510

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	17,804	27,663	23,498	35,882	14,588
Median	16,000	26,400	24,000	37,380	15,000

Table VI
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	15	3	31	55
Salary & Bonus	4	19	8	13	18
Straight Com.	29	31	35	19	9
Draw Against Com.	10	17	24	6	9
Salary & Com.	24	7	11	19	9
Salary, Bonus & Com.	25	5	13	6	0
Straight Com. w/bonus	7	4	7	6	0
Other	0	1	0	0	0

BENEFITS Paid Holidays (average) 6 Paid Sick Days (average) 7

Sick Leave: Formal 50% Informal 50% Accumulate? Yes 19% No 81%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	2	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	43	5	40	12
	Dependents	12	39	35	15
Surgical Benefits:	Employee	43	4	41	12
	Dependents	12	38	35	15
Major Medical:	Employee	43	5	40	12
	Dependents	12	39	35	14
H.M.O.:	Employee	11	2	11	76
	Dependents	4	9	10	77
Dental:	Employee	13	3	13	71
	Dependents	3	15	11	71
Vision:	Employee	7	3	5	86
	Dependents	3	7	4	86
Disability:	Short Term	20	6	13	61
	Long Term	10	8	9	72
Accidental Death:	Employee	36	6	20	38
	Dependents	9	22	15	54
Group Life:	Employee	42	7	24	27
	Dependents	9	26	17	48
Pension Plan		5	0	2	93
Profit Sharing		9	0	0	90
401-K Plan		0	0	1	99
Employee Stock Option Plan		0	1	0	98
Education/Career Development					
Tuition Reinbursement		22	0	14	63
Workshops, Seminars etc.		46	0	13	41

Table VII
Revenue Size Under $250,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	24,814	1,147	21,600	0
Chief Engineer	11,446	90	9,600	0
Contract Engineer	4,183	5	3,000	0
Program Director	13,433	186	13,000	0
Operations Director	14,332	80	13,600	0
News Director	11,790	178	12,000	0
Sports Director	9,089	58	10,300	0
Business Manager/Controller	12,727	287	11,350	0
Traffic Manager/Supervisor	10,056	38	10,000	0
Community/Public Affairs Director	10,334	15	10,000	0
Promotion/Marketing Director	8,174	0	9,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	12,021	10,560	11,000
News Announcer	1	11,349	12,000	10,061
News Reporter	1	10,317	10,000	10,126
Farm Reporter	1	19,000	19,000	N/R
News Editor	1	12,200	11,000	12,267
Sports Reporter	1	7,402	5,000	8,598
Technician	2	10,202	9,600	9,040
Continuity Writer/Copywriter	1	9,566	9,000	9,620
Production Person	1	10,441	10,200	8,991
Music Person	1	9,960	10,070	12,604
Traffic/Computer Operator	1	10,122	10,000	9,558
Sales Support Person	2	10,111	10,000	9,624

	Sales Personnel: Account Executive	Sales Personnel: General Sales Manager	Sales Personnel: Local Sales Manager	Sales Personnel: National Sales Manager	Sales Personnel: Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	13,183	20,939	17,216	N/R	12,233
Median	12,000	19,000	16,000	N/R	11,000

Table VII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	24	12	24	45
Salary & Bonus	1	16	9	12	0
Straight Com.	32	34	39	18	27
Draw Against Com.	10	13	14	12	9
Salary & Com.	24	5	9	18	9
Salary, Bonus & Com.	25	6	9	0	0
Straight Com. w/bonus	5	2	6	12	0
Other	0	1	2	6	9

BENEFITS Paid Holidays (average) **6** Paid Sick Days (average) **7**

Sick Leave: Formal **39%** Informal **61%** Accumulate? Yes **17%** No **83%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	2	2	2	2	2	2

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	32	5	31	31
	Dependents	11	27	26	36
Surgical Benefits:	Employee	31	5	30	34
	Dependents	10	26	24	39
Major Medical:	Employee	31	5	31	33
	Dependents	10	26	25	39
H.M.O.:	Employee	7	2	9	81
	Dependents	3	7	7	83
Dental:	Employee	9	5	7	79
	Dependents	4	8	6	81
Vision:	Employee	6	3	4	87
	Dependents	2	5	4	89
Disability:	Short Term	16	2	14	68
	Long Term	6	6	12	76
Accidental Death:	Employee	24	3	19	53
	Dependents	5	18	15	63
Group Life:	Employee	27	5	24	45
	Dependents	6	18	17	59
Pension Plan		3	2	2	94
Profit Sharing		4	1	2	93
401-K Plan		0	1	1	97
Employee Stock Option Plan		0	1	1	97
Education/Career Development					
Tuition Reimbursement		16	0	8	76
Workshops, Seminars etc.		35	2	10	53

Table VIII
Population Size Over 2.5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	90,385	16,833	100,000	4,000
Chief Engineer	42,585	804	43,225	0
Contract Engineer	20,845	0	16,800	0
Program Director	51,588	1,845	52,500	0
Operations Director	49,662	2,261	44,000	0
News Director	37,540	379	35,000	0
Sports Director	36,733	159	35,393	0
Business Manager/Controller	36,957	1,134	37,953	0
Traffic Manager/Supervisor	22,593	70	22,723	0
Community/Public Affairs Director	29,080	76	27,980	0
Promotion/Marketing Director	31,295	361	30,000	0
Research Director	20,615	223	21,625	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Median	Average Starting Compensation ($)
On-Air Personality	6	36,990	34,903	28,449
News Announcer	2	33,366	31,053	27,917
News Reporter	3	33,339	30,650	29,009
Farm Reporter	2	56,993	56,993	40,000
News Editor	3	29,290	27,800	20,450
Sports Reporter	2	44,312	43,000	36,676
Technician	3	27,604	27,040	24,098
Continuity Writer/Copywriter	1	21,811	20,000	18,132
Production Person	1	26,971	25,000	23,629
Music Person	1	26,810	24,000	26,679
Traffic/Computer Operator	1	20,546	19,911	18,134
Sales Support Person	2	17,493	17,032	16,219

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	44,020	84,096	73,249	69,733	43,737
Median	45,000	89,500	75,513	72,659	35,000

Table VIII (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	5	2	2	6
Salary & Bonus	0	31	13	17	25
Straight Com.	15	30	36	32	44
Draw Against Com.	7	26	24	20	13
Salary & Com.	29	1	9	12	0
Salary, Bonus & Com.	42	5	13	12	13
Straight Com. w/bonus	6	2	4	5	0
Other	0	0	0	0	0

BENEFITS

Paid Holidays (average) 8 **Paid Sick Days (average)** 10

Sick Leave: Formal 79% **Informal** 21% **Accumulate? Yes** 37% **No** 63%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	3	3	3	3	3	3	4

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	50	0	47	3
	Dependents	16	19	60	5
Surgical Benefits:	Employee	47	0	48	4
	Dependents	17	19	58	6
Major Medical:	Employee	46	0	50	4
	Dependents	16	19	59	6
H.M.O.:	Employee	18	2	29	51
	Dependents	8	10	30	52
Dental:	Employee	31	3	35	32
	Dependents	10	18	38	34
Vision:	Employee	13	1	16	70
	Dependents	4	4	18	73
Disability:	Short Term	39	0	24	37
	Long Term	32	1	39	28
Accidental Death:	Employee	47	5	26	22
	Dependents	9	13	28	50
Group Life:	Employee	57	4	31	7
	Dependents	11	19	32	39
Pension Plan		38	1	12	49
Profit Sharing		14	0	9	77
401-K Plan		7	6	25	62
Employee Stock Option Plan		11	4	2	83
Education/Career Development					
Tuition Reinbursement		39	0	22	39
Workshops, Seminars etc.		65	0	6	30

Table IX
Population Size 1 Million - 2.5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	75,047	9,686	75,000	1,500
Chief Engineer	33,851	559	32,500	0
Contract Engineer	14,543	143	12,000	0
Program Director	42,371	1,984	40,000	0
Operations Director	40,936	2,703	35,000	0
News Director	30,318	224	28,000	0
Sports Director	29,150	508	27,504	0
Business Manager/Controller	28,096	498	26,000	0
Traffic Manager/Supervisor	18,454	166	18,000	0
Community/Public Affairs Director	21,909	39	20,000	0
Promotion/Marketing Director	24,011	199	22,550	0
Research Director	17,058	8	15,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	27,291	25,000	26,003
News Announcer	2	24,164	23,000	23,566
News Reporter	3	21,477	20,988	19,852
Farm Reporter	1	31,930	28,860	16,000
News Editor	2	18,628	18,119	13,333
Sports Reporter	1	29,722	26,111	26,275
Technician	2	22,412	22,434	22,608
Continuity Writer/Copywriter	1	17,205	16,000	16,136
Production Person	1	22,784	22,000	21,566
Music Person	1	22,054	17,500	22,535
Traffic/Computer Operator	1	16,334	16,000	15,276
Sales Support Person	1	15,441	15,000	14,053

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	35,657	69,285	59,166	59,770	25,811
Median	35,000	69,795	55,000	60,000	24,777

Table IX
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	5	5	7	13
Salary & Bonus	0	35	31	34	39
Straight Com.	15	27	28	17	43
Draw Against Com.	7	22	23	28	0
Salary & Com.	23	2	5	0	0
Salary, Bonus & Com.	46	8	7	14	4
Straight Com. w/bonus	9	1	2	0	0
Other	0	0	0	0	0

BENEFITS Paid Holidays (average) 7 Paid Sick Days (average) 8

Sick Leave: Formal 64% Informal 36% Accumulate? Yes 22% No 78%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	3	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	57	2	35	6
	Dependents	8	32	54	6
Surgical Benefits:	Employee	55	2	38	6
	Dependents	7	30	57	6
Major Medical:	Employee	55	2	37	6
	Dependents	9	28	56	6
H.M.O.:	Employee	18	0	14	68
	Dependents	0	10	23	66
Dental:	Employee	31	4	29	35
	Dependents	2	25	38	36
Vision:	Employee	17	2	15	65
	Dependents	2	12	19	67
Disability:	Short Term	43	1	15	41
	Long Term	35	8	22	36
Accidental Death:	Employee	55	2	22	21
	Dependents	9	23	22	46
Group Life:	Employee	53	2	31	14
	Dependents	8	26	27	38
Pension Plan		28	0	7	66
Profit Sharing		12	0	11	76
401-K Plan		3	3	22	71
Employee Stock Option Plan		7	4	6	83
Education/Career Development					
Tuition Reinbursement		32	3	13	52
Workshops, Seminars etc.		53	4	11	32

Table X
Population Size 500,000 - 1,000,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	59,730	9,231	60,000	0
Chief Engineer	26,812	504	28,000	0
Contract Engineer	9,932	10	8,000	0
Program Director	33,169	946	30,000	0
Operations Director	34,495	1,297	32,670	0
News Director	23,754	141	23,320	0
Sports Director	22,160	925	20,200	0
Business Manager/Controller	23,739	221	22,550	0
Traffic Manager/Supervisor	16,192	253	16,100	0
Community/Public Affairs Director	20,118	100	18,000	0
Promotion/Marketing Director	20,412	68	20,000	0
Research Director	16,693	327	15,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	21,408	20,000	16,754
News Announcer	2	19,554	19,250	16,308
News Reporter	2	16,831	15,043	13,558
Farm Reporter	1	47,667	46,000	18,000
News Editor	1	19,007	18,520	13,347
Sports Reporter	1	20,317	20,000	13,207
Technician	1	19,064	19,750	16,178
Continuity Writer/Copywriter	1	16,844	16,500	14,553
Production Person	1	20,346	18,980	17,225
Music Person	1	18,163	17,820	13,768
Traffic/Computer Operator	1	15,198	14,910	12,997
Sales Support Person	1	15,288	15,000	12,726

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	29,533	57,012	46,169	50,057	21,780
Median	26,600	53,783	45,000	50,000	19,000

Table X
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	4	10	2	6	19
Salary & Bonus	0	25	24	11	31
Straight Com.	18	33	41	33	31
Draw Against Com.	6	22	24	22	6
Salary & Com.	20	3	0	0	0
Salary, Bonus & Com.	42	4	4	6	6
Straight Com. w/bonus	9	1	2	11	6
Other	0	3	2	11	0

BENEFITS

Paid Holidays (average) **8** Paid Sick Days (average) **8**

Sick Leave: Formal **58%** Informal **42%** Accumulate? Yes **30%** No **70%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	3	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	51	3	43	2
	Dependents	12	33	51	4
Surgical Benefits:	Employee	51	2	44	2
	Dependents	12	33	51	4
Major Medical:	Employee	50	2	43	5
	Dependents	14	31	49	6
H.M.O.:	Employee	13	2	20	65
	Dependents	4	9	23	64
Dental:	Employee	25	7	26	42
	Dependents	5	25	27	42
Vision:	Employee	9	3	11	77
	Dependents	2	8	13	77
Disability:	Short Term	31	3	22	44
	Long Term	21	13	21	45
Accidental Death:	Employee	46	7	27	20
	Dependents	11	18	27	44
Group Life:	Employee	51	8	26	14
	Dependents	9	24	22	44
Pension Plan		21	1	3	75
Profit Sharing		11	1	2	86
401-K Plan		4	1	10	85
Employee Stock Option Plan		6	1	1	92
Education/Career Development					
Tuition Reinbursement		25	0	16	59
Workshops, Seminars etc.		54	1	10	35

Table XI
Population Size 250,000 - 500,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	49,599	5,825	45,000	0
Chief Engineer	22,375	76	24,000	0
Contract Engineer	8,020	130	7,000	0
Program Director	24,365	657	24,000	0
Operations Director	24,486	373	23,500	0
News Director	18,737	91	17,680	0
Sports Director	18,421	310	17,500	0
Business Manager/Controller	19,782	297	18,500	0
Traffic Manager/Supervisor	14,007	186	14,000	0
Community/Public Affairs Director	11,630	172	10,814	0
Promotion/Marketing Director	16,527	129	15,664	0
Research Director	15,767	33	15,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	16,558	15,800	15,177
News Announcer	2	15,567	14,500	14,223
News Reporter	2	14,333	13,800	11,852
Farm Reporter	1	22,991	22,236	21,871
News Editor	1	18,880	11,440	10,400
Sports Reporter	1	13,924	14,300	10,296
Technician	1	17,772	17,500	17,122
Continuity Writer/Copywriter	1	15,001	15,000	13,976
Production Person	1	16,528	15,500	13,929
Music Person	2	15,974	15,000	15,114
Traffic/Computer Operator	1	13,332	13,200	12,147
Sales Support Person	1	12,956	13,000	12,148

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	23,706	41,780	36,135	37,407	21,120
Median	21,500	40,000	35,000	30,000	17,250

Table XI (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	10	2	5	17
Salary & Bonus	1	27	18	5	8
Straight Com.	13	27	39	38	50
Draw Against Com.	11	24	24	19	8
Salary & Com.	20	2	3	10	0
Salary, Bonus & Com.	40	5	6	10	17
Straight Com. w/bonus	13	4	5	5	0
Other	1	1	3	10	0

BENEFITS

Paid Holidays (average) 7 **Paid Sick Days (average) 8**

Sick Leave: Formal 61% Informal 39% Accumulate? Yes 29% No 71%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	53	3	37	7
	Dependents	12	35	41	12
Surgical Benefits:	Employee	52	3	38	7
	Dependents	13	34	41	12
Major Medical:	Employee	52	3	38	7
	Dependents	13	35	41	11
H.M.O.:	Employee	18	0	18	64
	Dependents	4	12	16	68
Dental:	Employee	23	3	16	59
	Dependents	4	18	18	61
Vision:	Employee	11	1	8	79
	Dependents	1	9	9	81
Disability:	Short Term	29	6	14	50
	Long Term	20	9	11	61
Accidental Death:	Employee	51	3	19	27
	Dependents	11	18	18	53
Group Life:	Employee	55	5	23	16
	Dependents	9	28	19	44
Pension Plan		14	0	2	84
Profit Sharing		9	1	2	88
401-K Plan		0	1	4	95
Employee Stock Option Plan		1	2	3	94
Education/Career Development					
Tuition Reinbursement		22	1	18	60
Workshops, Seminars etc.		54	1	8	38

Table XII
Population Size 100,000 - 250,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	42,356	5,362	37,540	0
Chief Engineer	20,365	212	20,000	0
Contract Engineer	7,374	17	6,000	0
Program Director	21,662	498	20,000	0
Operations Director	21,158	207	20,000	0
News Director	17,373	79	16,720	0
Sports Director	17,173	47	15,000	0
Business Manager/Controller	18,792	109	18,000	0
Traffic Manager/Supervisor	13,951	52	13,375	0
Community/Public Affairs Director	14,201	17	13,000	0
Promotion/Marketing Director	15,034	1,438	14,186	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Median	Average Starting Compensation ($)
On-Air Personality	5	14,788	13,934	13,350
News Announcer	2	14,646	13,832	12,682
News Reporter	2	14,142	14,500	13,207
Farm Reporter	1	22,265	23,058	17,270
News Editor	1	18,356	15,000	13,360
Sports Reporter	1	12,181	13,464	12,640
Technician	1	15,154	15,210	14,102
Continuity Writer/Copywriter	1	13,642	12,665	12,552
Production Person	1	15,156	14,400	14,717
Music Person	1	15,479	16,435	14,628
Traffic/Computer Operator	1	12,568	12,487	11,315
Sales Support Person	1	12,821	12,000	12,170

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	21,111	37,317	35,032	25,319	18,150
Median	20,000	35,000	34,248	27,000	15,500

Table XII
(continued)

Methods of Compensation (% of response)	Sales Personnel Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	1	13	9	42	31
Salary & Bonus	2	23	21	17	13
Straight Com.	21	33	29	17	44
Draw Against Com.	9	19	21	8	13
Salary & Com.	27	3	5	17	0
Salary, Bonus & Com.	34	5	3	0	0
Straight Com. w/bonus	8	3	12	0	0
Other	1	1	0	0	0

BENEFITS Paid Holidays (average) **6** Paid Sick Days (average) **8**

Sick Leave: Formal **58%** Informal **42%** Accumulate? Yes **24%** No **76%**

Paid Vacation	Years of Service 1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	3	3	3	3	3	3

		% of Response Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	55	2	37	6
	Dependents	9	45	35	11
Surgical Benefits:	Employee	52	2	37	8
	Dependents	9	45	35	12
Major Medical:	Employee	53	2	38	8
	Dependents	9	44	35	12
H.M.O.:	Employee	14	1	14	71
	Dependents	2	15	9	74
Dental:	Employee	24	3	19	54
	Dependents	4	23	16	57
Vision:	Employee	13	2	6	79
	Dependents	1	12	5	82
Disability:	Short Term	23	6	12	59
	Long Term	19	11	12	59
Accidental Death:	Employee	48	4	21	27
	Dependents	4	26	18	52
Group Life:	Employee	55	4	25	16
	Dependents	6	31	20	43
Pension Plan		8	1	5	86
Profit Sharing		13	0	2	84
401-K Plan		1	4	5	89
Employee Stock Option Plan		2	1	1	96
Education/Career Development					
Tuition Reimbursement		26	1	11	63
Workshops, Seminars etc.		49	1	10	39

Table XIII
Population Size 50,000 - 100,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	33,211	4,587	31,000	0
Chief Engineer	16,523	248	17,400	0
Contract Engineer	7,296	10	6,000	0
Program Director	17,150	120	17,742	0
Operations Director	18,522	192	18,000	0
News Director	15,045	79	14,850	0
Sports Director	12,814	77	15,000	0
Business Manager/Controller	15,401	174	14,820	0
Traffic Manager/Supervisor	12,238	62	12,000	0
Community/Public Affairs Director	12,207	41	10,250	0
Promotion/Marketing Director	12,256	4	12,000	0
Research Director	14,000	0	14,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	13,214	12,667	11,771
News Announcer	1	12,900	12,500	13,247
News Reporter	1	12,623	11,700	11,080
Farm Reporter	1	15,885	12,000	13,067
News Editor	1	18,193	19,750	15,354
Sports Reporter	1	11,764	14,400	10,164
Technician	1	13,841	14,500	12,656
Continuity Writer/Copywriter	1	11,418	11,600	10,019
Production Person	1	15,612	15,300	14,324
Music Person	1	14,000	13,800	13,217
Traffic/Computer Operator	1	11,995	12,000	10,006
Sales Support Person	2	12,592	10,450	10,983

	Sales Personnel: Account Executive	Sales Personnel: General Sales Manager	Sales Personnel: Local Sales Manager	Sales Personnel: National Sales Manager	Sales Personnel: Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	18,740	32,165	28,032	25,000	14,139
Median	17,520	31,000	25,000	25,000	15,300

Table XIII (continued)

Methods of Compensation (% of response)	Sales Personnel: Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	1	11	4	0	88
Salary & Bonus	2	23	15	0	0
Straight Com.	34	34	30	20	0
Draw Against Com.	10	13	17	0	0
Salary & Com.	23	10	7	0	13
Salary, Bonus & Com.	24	4	13	60	0
Straight Com. w/bonus	6	4	15	20	0
Other	1	1	0	0	0

BENEFITS

Paid Holidays (average) 6 **Paid Sick Days (average) 8**

Sick Leave: Formal 48% Informal 52% Accumulate? Yes 18% No 82%

Paid Vacation	Years of Service: 1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	2	3	3	3	3	3

		% of Response: Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	43	2	43	13
	Dependents	10	33	41	16
Surgical Benefits:	Employee	42	2	43	13
	Dependents	11	31	41	17
Major Medical:	Employee	43	2	43	13
	Dependents	10	32	41	16
H.M.O.:	Employee	10	1	14	75
	Dependents	3	8	11	78
Dental:	Employee	8	6	12	75
	Dependents	3	9	12	77
Vision:	Employee	5	2	7	87
	Dependents	2	3	6	89
Disability:	Short Term	19	3	16	63
	Long Term	12	8	9	71
Accidental Death:	Employee	44	1	24	31
	Dependents	12	15	21	52
Group Life:	Employee	44	2	32	22
	Dependents	10	21	25	44
Pension Plan		8	0	1	90
Profit Sharing		15	1	1	84
401-X Plan		1	2	1	95
Employee Stock Option Plan		1	1	0	99
Education/Career Development					
Tuition Reimbursement		20	1	15	65
Workshops, Seminars etc.		47	2	8	42

Table XIV
Population Size 25,000 - 50,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	29,720	2,577	26,500	0
Chief Engineer	15,015	99	15,500	0
Contract Engineer	5,531	62	4,700	0
Program Director	15,285	85	14,400	0
Operations Director	17,097	387	16,800	0
News Director	14,710	53	14,000	0
Sports Director	11,732	246	12,000	0
Business Manager/Controller	13,775	127	13,200	0
Traffic Manager/Supervisor	11,061	59	10,400	0
Community/Public Affairs Director	8,211	13	9,000	0
Promotion/Marketing Director	16,320	83	16,560	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	12,449	11,700	10,255
News Announcer	1	12,178	12,000	10,743
News Reporter	1	11,153	10,750	10,792
Farm Reporter	1	16,549	16,800	18,000
News Editor	1	14,089	13,300	13,225
Sports Reporter	1	8,508	8,050	5,375
Technician	1	13,412	15,964	11,090
Continuity Writer/Copywriter	1	11,190	11,420	10,488
Production Person	1	10,670	11,700	10,525
Music Person	1	9,639	10,400	8,251
Traffic/Computer Operator	1	11,026	10,400	10,103
Sales Support Person	2	10,681	10,400	10,182

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	16,926	27,628	22,476	N/R	14,955
Median	16,000	25,100	20,000	N/R	15,000

Table XIV
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	16	6	25	64
Salary & Bonus	2	22	6	8	9
Straight Com.	31	32	42	33	18
Draw Against Com.	9	15	17	8	0
Salary & Com.	22	5	8	25	0
Salary, Bonus & Com.	26	7	10	0	0
Straight Com. w/bonus	10	3	10	0	0
Other	0	1	0	0	9

BENEFITS Paid Holidays (average) **6** Paid Sick Days (average) **7**

Sick Leave: Formal **41%** Informal **59%** Accumulate? Yes **19%** No **81%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	2	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	37	4	44	15
	Dependents	9	38	34	19
Surgical Benefits:	Employee	37	4	43	16
	Dependents	9	38	33	19
Major Medical:	Employee	36	3	43	18
	Dependents	9	39	32	21
H.M.O.:	Employee	9	3	13	75
	Dependents	4	10	9	77
Dental:	Employee	10	3	13	74
	Dependents	2	13	11	74
Vision:	Employee	5	2	4	89
	Dependents	2	6	3	90
Disability:	Short Term	19	4	13	64
	Long Term	10	7	14	69
Accidental Death:	Employee	29	6	22	43
	Dependents	5	24	17	54
Group Life:	Employee	38	9	26	28
	Dependents	7	28	17	49
Pension Plan		3	2	2	93
Profit Sharing		7	1	2	90
401-K Plan		0	3	2	94
Employee Stock Option Plan		1	2	2	95
Education/Career Development					
Tuition Reinbursement		23	1	13	63
Workshops, Seminars etc.		45	2	13	40

Table XV
Population Size Under 25,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	26,585	2,743	24,000	0
Chief Engineer	13,009	141	12,240	0
Contract Engineer	3,594	8	3,000	0
Program Director	13,716	269	13,350	0
Operations Director	15,830	397	15,810	0
News Director	13,196.	317	12,480	0
Sports Director	10,989	204	12,000	0
Business Manager/Controller	14,034	247	12,000	0
Traffic Manager/Supervisor	11,261	88	10,500	0
Community/Public Affairs Director	8,577	0	10,100	0
Promotion/Marketing Director	16,080	0	16,080	0
Research Director	8,400	50	8,400	50

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	12,528	11,000	10,991
News Announcer	1	12,097	12,000	10,603
News Reporter	1	11,863	12,000	9,838
Farm Reporter	1	14,495	13,000	11,625
News Editor	1	13,490	14,280	11,356
Sports Reporter	1	10,699	11,500	11,012
Technician	2	13,333	11,950	15,360
Continuity Writer/Copywriter	1	10,781	10,000	9,284
Production Person	1	10,679	9,880	8,783
Music Person	1	12,309	12,000	9,660
Traffic/Computer Operator	1	10,267	10,313	8,885
Sales Support Person	2	11,085	10,000	7,423

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	16,863	24,396	21,522	45,500	14,013
Median	16,000	23,500	20,500	45,500	11,500

Table XV
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	21	15	42	22
Salary & Bonus	4	11	3	8	0
Straight Com.	27	28	35	0	33
Draw Against Com.	11	20	13	8	22
Salary & Com.	32	11	20	25	22
Salary, Bonus & Com.	21	3	8	0	0
Straight Com. w/bonus	4	4	8	17	0
Other	0	1	0	0	0

BENEFITS **Paid Holidays (average) 6** **Paid Sick Days (average) 7**

Sick Leave: Formal 42% Informal 58% Accumulate? Yes 18% No 82%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	2	2	2	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	35	4	36	24
	Dependents	14	30	30	26
Surgical Benefits:	Employee	34	4	35	27
	Dependents	13	30	29	29
Major Medical:	Employee	36	5	35	24
	Dependents	14	30	29	27
H.M.O.:	Employee	7	2	9	82
	Dependents	3	7	8	83
Dental:	Employee	7	4	8	81
	Dependents	4	7	6	82
Vision:	Employee	4	3	3	90
	Dependents	2	4	2	91
Disability:	Short Term	19	3	16	62
	Long Term	8	6	13	74
Accidental Death:	Employee	25	4	21	50
	Dependents	7	18	14	62
Group Life:	Employee	32	4	25	39
	Dependents	8	19	19	54
Pension Plan		5	0	2	92
Profit Sharing		11	0	1	88
401-K Plan		1	0	2	98
Employee Stock Option Plan		0	1	1	98
Education/Career Development					
Tuition Reinbursement		22	1	14	63
Workshops, Seminars etc.		45	0	17	38

Table XVI

Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	42,003	4,105	35,000	0
Chief Engineer	22,650	316	20,000	0
Contract Engineer	7,366	5	6,000	0
Program Director	22,870	419	18,423	0
Operations Director	22,998	620	20,000	0
News Director	20,392	156	15,725	0
Sports Director	19,001	325	16,099	0
Business Manager/Controller	20,965	273	16,000	0
Traffic Manager/Supervisor	14,603	31	13,200	0
Community/Public Affairs Director	21,738	31	17,000	0
Promotion/Marketing Director	23,522	102	21,114	0
Research Director	25,996	200	25,996	200

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	17,503	13,600	14,110
News Announcer	2	19,266	14,832	16,787
News Reporter	3	20,099	15,301	16,115
Farm Reporter	1	30,396	25,500	24,657
News Editor	2	21,612	16,906	16,122
Sports Reporter	2	25,876	17,486	18,910
Technician	3	22,767	18,950	18,783
Continuity Writer/Copywriter	1	14,253	13,520	12,244
Production Person	1	18,660	16,800	14,150
Music Person	1	19,172	15,000	15,863
Traffic/Computer Operator	1	14,781	14,000	12,355
Sales Support Person	2	13,213	12,000	12,183

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	23,045	38,607	37,872	60,332	21,727
Median	18,000	31,325	28,600	60,000	18,000

Table XVI (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	13	2	8	14
Salary & Bonus	1	17	6	15	21
Straight Com.	28	36	47	35	50
Draw Against Com.	6	13	22	19	14
Salary & Com.	21	5	6	0	0
Salary, Bonus & Com.	33	10	9	15	0
Straight Com. w/bonus	9	4	8	8	0
Other	1	1	0	0	0

BENEFITS

Paid Holidays (average) 7 **Paid Sick Days (average)** 8

Sick Leave: **Formal** 57% **Informal** 43% **Accumulate?** **Yes** 23% **No** 77%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	44	3	41	12
	Dependents	11	33	41	15
Surgical Benefits:	Employee	43	3	41	13
	Dependents	10	33	41	16
Major Medical:	Employee	43	2	39	15
	Dependents	11	32	39	18
H.M.O.:	Employee	15	1	19	65
	Dependents	4	10	19	67
Dental:	Employee	18	4	17	60
	Dependents	5	17	16	61
Vision:	Employee	10	3	8	79
	Dependents	3	9	9	79
Disability:	Short Term	27	3	18	52
	Long Term	13	8	19	60
Accidental Death:	Employee	42	4	27	27
	Dependents	9	25	22	44
Group Life:	Employee	44	4	28	23
	Dependents	7	24	24	45
Pension Plan		14	1	7	78
Profit Sharing		12	0	5	83
401-K Plan		1	5	8	86
Employee Stock Option Plan		4	2	3	92
Education/Career Development					
Tuition Reimbursement		23	0	13	65
Workshops, Seminars etc.		50	1	8	42

Table XVII
Population Size Over 1 Million

Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	69,808	7,169	60,000	0
Chief Engineer	37,163	625	32,250	0
Contract Engineer	16,911	0	12,000	0
Program Director	42,402	1,481	28,800	0
Operations Director	31,313	1,474	28,000	0
News Director	37,554	599	33,231	0
Sports Director	35,180	800	25,833	0
Business Manager/Controller	33,636	983	35,004	0
Traffic Manager/Supervisor	21,325	52	20,000	0
Community/Public Affairs Director	33,302	71	35,480	0
Promotion/Marketing Director	30,812	153	31,350	0
Research Director	30,992	400	30,992	400

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	32,625	25,445	21,491
News Announcer	3	31,399	30,000	23,975
News Reporter	5	33,510	26,672	30,130
Farm Reporter	1	44,214	34,008	40,000
News Editor	3	26,341	20,280	18,950
Sports Reporter	2	43,424	50,000	30,950
Technician	4	27,586	23,289	22,904
Continuity Writer/Copywriter	1	19,323	19,500	15,929
Production Person	2	23,017	19,000	17,458
Music Person	1	24,433	21,650	23,400
Traffic/Computer Operator	1	18,876	16,356	17,162
Sales Support Person	2	15,774	15,475	14,262

	Sales Personnel Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	34,654	69,446	61,236	66,475	39,388
Median	30,000	67,519	60,000	69,417	42,500

Table XVII (continued)

	Sales Personnel				
Methods of Compensation (% of response)	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	0	6	0	7	0
Salary & Bonus	0	21	11	14	25
Straight Com.	21	33	50	36	25
Draw Against Com.	2	21	22	21	50
Salary & Com.	19	0	6	0	0
Salary, Bonus & Com.	45	15	11	14	0
Straight Com. w/bonus	12	3	0	7	0
Other	0	0	0	0	0

BENEFITS

Paid Holidays (average) 9 **Paid Sick Days (average)** 8

Sick Leave: Formal 71% Informal 29% Accumulate? Yes 27% No 73%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	62	0	30	9
	Dependents	15	33	41	11
Surgical Benefits:	Employee	62	0	30	9
	Dependents	15	34	40	11
Major Medical:	Employee	62	0	30	9
	Dependents	17	32	40	11
H.M.O.:	Employee	32	0	24	45
	Dependents	8	18	32	42
Dental:	Employee	37	7	19	37
	Dependents	14	30	19	37
Vision:	Employee	22	2	15	61
	Dependents	5	17	17	61
Disability:	Short Term	38	3	13	46
	Long Term	27	5	27	41
Accidental Death:	Employee	59	4	15	22
	Dependents	14	31	14	40
Group Life:	Employee	57	2	30	11
	Dependents	15	22	32	32
Pension Plan		30	0	16	54
Profit Sharing		14	0	11	76
401-K Plan		0	11	28	61
Employee Stock Option Plan		11	5	3	81
Education/Career Development					
Tuition Reimbursement		33	0	18	49
Workshops, Seminars etc.		54	3	10	33

Table XVIII
Population Size 250,000 - 1,000,000 Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	44,713	4,004	40,157	0
Chief Engineer	21,920	107	21,750	0
Contract Engineer	5,997	0	6,000	0
Program Director	23,195	232	21,800	0
Operations Director	22,748	101	22,266	0
News Director	22,619	92	18,550	0
Sports Director	20,344	11	18,000	0
Business Manager/Controller	22,984	114	18,960	0
Traffic Manager/Supervisor	15,080	21	14,470	0
Community/Public Affairs Director	20,583	0	11,200	0
Promotion/Marketing Director	18,984	38	16,328	0
Research Director	21,000	0	21,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	18,258	15,900	15,232
News Announcer	2	16,933	16,000	16,008
News Reporter	3	16,370	15,002	14,200
Farm Reporter	1	32,854	33,800	29,300
News Editor	1	16,960	16,960	10,400
Sports Reporter	1	20,420	15,860	10,400
Technician	2	17,180	15,500	14,275
Continuity Writer/Copywriter	1	15,824	15,600	13,680
Production Person	1	14,670	13,600	11,557
Music Person	1	17,779	17,000	17,000
Traffic/Computer Operator	1	15,429	14,550	13,387
Sales Support Person	1	14,052	12,220	12,977

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	24,598	38,605	29,281	68,000	19,583
Median	19,464	37,000	25,000	68,000	18,250

Table XVIII
(continued)

Methods of Compensation (% of response)	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	0	16	0	0	17
Salary & Bonus	0	9	0	0	33
Straight Com.	19	34	56	50	50
Draw Against Com.	10	19	25	33	0
Salary & Com.	29	6	6	0	0
Salary, Bonus & Com.	33	16	6	17	0
Straight Com. w/bonus	6	0	6	0	0
Other	2	0	0	0	0

BENEFITS

Paid Holidays (average) 7 **Paid Sick Days (average)** 7

Sick Leave: **Formal** 63% **Informal** 38% **Accumulate? Yes** 25% **No** 75%

Paid Vacation	Years of Service										
	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	3	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	52	2	40	6
	Dependents	13	35	46	7
Surgical Benefits:	Employee	50	0	43	7
	Dependents	14	30	50	7
Major Medical:	Employee	50	0	40	10
	Dependents	15	28	46	11
H.M.O.:	Employee	15	0	24	61
	Dependents	5	8	26	62
Dental:	Employee	22	0	24	53
	Dependents	7	12	26	55
Vision:	Employee	11	2	14	73
	Dependents	2	10	15	73
Disability:	Short Term	24	0	18	58
	Long Term	3	8	16	73
Accidental Death:	Employee	49	0	33	19
	Dependents	13	20	28	40
Group Life:	Employee	45	2	30	23
	Dependents	11	24	21	45
Pension Plan		14	0	5	81
Profit Sharing		8	0	5	88
401-K Plan		2	2	10	85
Employee Stock Option Plan		8	0	5	88
Education/Career Development					
Tuition Reimbursement		7	0	14	79
Workshops, Seminars etc.		38	0	8	54

Table XIX
Population Size 50,000 - 250,000 — Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	37,546	3,310	35,000	0
Chief Engineer	18,313	108	18,623	0
Contract Engineer	6,214	14	6,000	0
Program Director	18,511	120	18,350	0
Operations Director	19,328	183	18,500	0
News Director	15,793	36	14,350	0
Sports Director	13,915	40	15,000	0
Business Manager/Controller	15,483	39	15,000	0
Traffic Manager/Supervisor	13,160	41	13,510	0
Community/Public Affairs Director	10,200	0	9,000	0
Promotion/Marketing Director	8,265	50	9,096	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	14,431	13,790	13,771
News Announcer	2	14,018	13,200	15,487
News Reporter	1	14,608	13,500	12,128
Farm Reporter	1	22,404	23,000	18,500
News Editor	1	19,483	15,000	12,000
Sports Reporter	1	11,103	13,750	9,707
Technician	1	17,269	16,900	14,015
Continuity Writer/Copywriter	1	11,211	11,500	9,794
Production Person	1	14,606	12,000	12,733
Music Person	1	16,080	16,800	17,000
Traffic/Computer Operator	1	13,672	14,100	11,467
Sales Support Person	2	9,209	10,000	8,433

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	19,409	31,411	30,506	26,550	16,290
Median	17,500	29,700	25,000	25,000	16,225

Table XIX
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	16	0	20	33
Salary & Bonus	3	18	14	20	0
Straight Com.	33	37	36	20	67
Draw Against Com.	4	10	14	0	0
Salary & Com.	18	2	0	0	0
Salary, Bonus & Com.	29	10	7	20	0
Straight Com. w/bonus	10	6	29	20	0
Other	1	2	0	0	0

BENEFITS Paid Holidays (average) **6** Paid Sick Days (average) **7**

Sick Leave: Formal **62%** Informal **38%** Accumulate? Yes **20%** No **80%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	41	3	45	12
	Dependents	9	32	42	16
Surgical Benefits:	Employee	41	3	44	12
	Dependents	9	33	41	17
Major Medical:	Employee	40	1	44	15
	Dependents	10	31	39	20
H.M.O.:	Employee	13	2	18	68
	Dependents	6	8	15	72
Dental:	Employee	9	5	17	69
	Dependents	2	14	13	71
Vision:	Employee	5	3	5	87
	Dependents	2	5	5	88
Disability:	Short Term	27	5	22	46
	Long Term	17	9	17	57
Accidental Death:	Employee	46	6	30	18
	Dependents	7	28	24	41
Group Life:	Employee	49	6	26	19
	Dependents	2	28	19	51
Pension Plan		10	2	8	81
Profit Sharing		16	0	2	83
401-K Plan		2	3	2	93
Employee Stock Option Plan		0	0	2	98
Education/Career Development					
Tuition Reimbursement		21	0	10	69
Workshops, Seminars etc.		48	0	7	46

Table XX
Population Size Under 50,000
Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	27,713	3,092	25,000	0
Chief Engineer	12,075	505	12,000	0
Contract Engineer	4,081	4	3,000	0
Program Director	14,557	209	13,150	0
Operations Director	17,514	604	16,800	0
News Director	13,701	47	13,000	0
Sports Director	10,887	324	11,000	0
Business Manager/Controller	13,575	44	12,469	0
Traffic Manager/Supervisor	9,769	8	9,600	0
Community/Public Affairs Director	6,075	0	6,000	0
Promotion/Marketing Director	20,160	0	20,160	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	11,983	10,800	10,592
News Announcer	1	12,167	10,500	11,228
News Reporter	1	11,940	11,440	8,782
Farm Reporter	1	12,600	12,600	N/R
News Editor	1	12,906	12,906	9,000
Sports Reporter	1	11,309	15,728	N/R
Technician	1	12,238	7,730	10,550
Continuity Writer/Copywriter	1	11,395	11,850	10,618
Production Person	1	6,200	7,000	7,000
Music Person	1	5,320	5,320	6,620
Traffic/Computer Operator	1	10,938	10,085	8,299
Sales Support Person	2	10,726	10,680	9,530

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	17,048	24,162	19,293	N/R	13,683
Median	15,000	20,400	19,977	N/R	12,750

Table XX
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	13	6	0	0
Salary & Bonus	2	20	0	100	0
Straight Com.	33	37	44	0	100
Draw Against Com.	7	7	25	0	0
Salary & Com.	20	11	13	0	0
Salary, Bonus & Com.	28	4	13	0	0
Straight Com. w/bonus	8	7	0	0	0
Other	0	2	0	0	0

BENEFITS Paid Holidays (average) 7 Paid Sick Days (average) 9

Sick Leave: Formal 39% Informal 61% Accumulate? Yes 21% No 79%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	2	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	30	7	45	19
	Dependents	7	34	37	21
Surgical Benefits:	Employee	29	6	44	21
	Dependents	7	33	36	23
Major Medical:	Employee	28	7	41	24
	Dependents	6	35	32	26
H.M.O.:	Employee	7	2	13	78
	Dependents	0	9	9	82
Dental:	Employee	11	5	11	73
	Dependents	2	15	12	72
Vision:	Employee	5	3	3	88
	Dependents	4	5	4	88
Disability:	Short Term	20	3	18	58
	Long Term	7	7	17	69
Accidental Death:	Employee	18	5	28	48
	Dependents	4	20	22	54
Group Life:	Employee	30	6	28	36
	Dependents	5	21	25	49
Pension Plan		8	2	2	88
Profit Sharing		10	0	3	86
401-K Plan		0	5	0	95
Employee Stock Option Plan		0	2	2	96
Education/Career Development					
Tuition Reimbursement		28	0	12	60
Workshops, Seminars etc.		57	0	8	35

Table XXI

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	54,554	7,762	42,000	0
Chief Engineer	28,673	454	28,000	0
Contract Engineer	10,110	94	7,100	0
Program Director	32,275	1,290	25,000	0
Operations Director	25,215	470	21,000	0
News Director	21,503	104	18,000	0
Sports Director	17,030	255	15,000	0
Business Manager/Controller	23,371	426	20,000	0
Traffic Manager/Supervisor	15,849	171	15,000	0
Community/Public Affairs Director	19,935	55	16,640	0
Promotion/Marketing Director	24,358	457	24,000	0
Research Director	18,521	262	15,500	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	20,337	16,000	17,182
News Announcer	1	20,465	17,400	18,612
News Reporter	1	16,322	14,450	14,418
Farm Reporter	1	16,119	15,750	12,600
News Editor	1	19,163	13,500	11,075
Sports Reporter	1	20,409	18,200	12,781
Technician	1	20,693	18,504	19,357
Continuity Writer/Copywriter	1	16,713	15,000	15,080
Production Person	1	22,225	20,400	20,007
Music Person	1	21,894	18,888	22,265
Traffic/Computer Operator	1	14,265	13,350	12,529
Sales Support Person	2	15,556	15,600	13,852

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	27,324	50,859	51,010	59,395	23,053
Median	23,750	45,000	48,750	60,000	20,000

Table XXI
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	8	7	10	18
Salary & Bonus	1	25	17	12	23
Straight Com.	21	32	29	29	38
Draw Against Com.	9	26	23	16	8
Salary & Com.	24	3	10	12	3
Salary, Bonus & Com.	38	3	11	16	13
Straight Com. w/bonus	6	2	3	3	0
Other	0	1	0	2	0

BENEFITS Paid Holidays (average) **7** Paid Sick Days (average) **8**

Sick Leave: Formal **59%** Informal **41%** Accumulate? Yes **24%** No **76%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	47	2	41	10
	Dependents	13	33	40	14
Surgical Benefits:	Employee	44	3	42	11
	Dependents	13	32	40	14
Major Medical:	Employee	45	2	42	10
	Dependents	13	33	40	14
H.M.O.:	Employee	13	2	17	68
	Dependents	3	11	16	70
Dental:	Employee	21	4	21	55
	Dependents	5	17	21	58
Vision:	Employee	11	2	10	77
	Dependents	2	8	11	79
Disability:	Short Term	28	2	14	55
	Long Term	22	7	14	56
Accidental Death:	Employee	41	3	23	32
	Dependents	9	16	21	54
Group Life:	Employee	47	4	28	21
	Dependents	9	24	21	45
Pension Plan		16	1	4	78
Profit Sharing		10	0	5	85
401-K Plan		2	1	9	88
Employee Stock Option Plan		3	3	2	92
Education/Career Development					
Tuition Reimbursement		27	1	18	54
Workshops, Seminars etc.		52	1	13	33

Table XXII
Population Size Over 1 Million

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	90,548	14,832	95,000	3,200
Chief Engineer	39,691	860	37,750	0
Contract Engineer	23,191	130	20,000	0
Program Director	53,344	2,331	50,000	0
Operations Director	40,901	500	40,000	0
News Director	33,066	146	31,500	0
Sports Director	30,503	0	30,000	0
Business Manager/Controller	32,286	749	30,000	0
Traffic Manager/Supervisor	21,024	113	20,000	0
Community/Public Affairs Director	26,088	22	27,000	0
Promotion/Marketing Director	27,439	321	27,500	0
Research Director	19,687	179	16,736	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	32,644	30,000	27,225
News Announcer	1	27,876	26,000	26,520
News Reporter	2	21,774	23,838	20,414
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	34,500	34,500	N/R
Sports Reporter	1	30,911	33,000	26,993
Technician	1	25,288	21,270	23,476
Continuity Writer/Copywriter	1	22,001	20,000	18,899
Production Person	1	25,523	25,000	22,949
Music Person	1	26,027	23,500	25,476
Traffic/Computer Operator	1	18,731	18,000	16,403
Sales Support Person	1	16,454	16,380	15,038

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	42,173	79,530	67,703	64,978	32,149
Median	40,000	80,000	65,000	60,000	30,000

Table XXII (continued)

Methods of Compensation (% of response)	Sales Personnel Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	0	4	4	6	9
Salary & Bonus	0	32	19	15	32
Straight Com.	13	30	30	29	45
Draw Against Com.	6	27	25	15	0
Salary & Com.	27	1	9	15	0
Salary, Bonus & Com.	48	4	9	18	14
Straight Com. w/bonus	5	2	4	3	0
Other	0	0	0	0	0

BENEFITS Paid Holidays (average) **8** Paid Sick Days (average) **10**

Sick Leave: Formal **73%** Informal **27%** Accumulate? Yes **30%** No **70%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	3	3	3	3	3	3	4

		% of Response Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	64	0	36	0
	Dependents	13	30	56	1
Surgical Benefits:	Employee	58	0	42	0
	Dependents	12	27	60	1
Major Medical:	Employee	60	0	40	0
	Dependents	12	27	59	1
H.M.O.:	Employee	15	3	27	55
	Dependents	4	10	31	55
Dental:	Employee	38	4	29	29
	Dependents	2	28	39	30
Vision:	Employee	16	2	14	67
	Dependents	1	8	22	70
Disability:	Short Term	50	0	17	33
	Long Term	38	5	29	28
Accidental Death:	Employee	51	5	25	19
	Dependents	5	17	26	52
Group Life:	Employee	60	3	31	6
	Dependents	9	29	25	36
Pension Plan		39	1	9	51
Profit Sharing		13	0	16	71
401-K Plan		4	4	25	67
Employee Stock Option Plan		9	7	4	80
Education/Career Development					
Tuition Reimbursement		38	4	18	41
Workshops, Seminars etc.		63	3	6	28

Table XXIII
Population Size 250,000 - 1,000,000 FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	57,808	7,631	48,000	600
Chief Engineer	25,394	259	25,000	0
Contract Engineer	8,951	244	8,200	0
Program Director	30,713	1,529	26,550	0
Operations Director	25,203	759	23,500	0
News Director	21,301	127	19,440	0
Sports Director	16,627	1,400	17,500	0
Business Manager/Controller	20,534	315	20,000	0
Traffic Manager/Supervisor	15,159	326	15,000	0
Community/Public Affairs Director	17,463	209	16,500	0
Promotion/Marketing Director	20,342	150	18,000	0
Research Director	16,553	500	12,500	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	19,105	17,000	17,401
News Announcer	2	18,532	18,000	16,838
News Reporter	1	15,300	14,495	11,944
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	25,000	25,000	N/R
Sports Reporter	1	12,252	15,000	7,940
Technician	1	17,060	17,684	17,720
Continuity Writer/Copywriter	1	16,856	16,250	15,537
Production Person	1	20,083	18,000	18,356
Music Person	1	16,904	16,820	14,540
Traffic/Computer Operator	1	13,982	13,520	12,756
Sales Support Person	2	15,046	15,000	12,543

	Sales Personnel Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	27,126	48,351	39,145	47,203	22,942
Median	23,750	45,000	40,000	50,000	20,000

Table XXIII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	9	3	6	0
Salary & Bonus	2	25	21	11	0
Straight Com.	16	31	34	39	57
Draw Against Com.	9	29	31	22	14
Salary & Com.	23	1	0	6	0
Salary, Bonus & Com.	43	1	10	6	29
Straight Com. w/bonus	5	1	0	6	0
Other	0	3	0	6	0

BENEFITS Paid Holidays (average) **7** Paid Sick Days (average) **8**

Sick Leave: Formal **56%** Informal **44%** Accumulate? Yes **29%** No **71%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	3	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	49	2	42	6
	Dependents	14	32	43	11
Surgical Benefits:	Employee	50	2	42	6
	Dependents	14	33	42	12
Major Medical:	Employee	49	2	42	7
	Dependents	15	32	41	13
H.M.O.:	Employee	21	1	17	62
	Dependents	5	15	15	64
Dental:	Employee	19	6	21	54
	Dependents	8	17	19	56
Vision:	Employee	9	2	11	78
	Dependents	2	7	12	79
Disability:	Short Term	33	4	16	48
	Long Term	22	13	10	55
Accidental Death:	Employee	50	3	17	30
	Dependents	16	14	18	51
Group Life:	Employee	55	6	20	19
	Dependents	12	23	19	46
Pension Plan		15	1	4	80
Profit Sharing		11	1	1	86
401-K Plan		1	0	5	94
Employee Stock Option Plan		1	2	1	95
Education/Career Development					
Tuition Reimbursement		26	0	19	55
Workshops, Seminars etc.		48	1	12	39

Table XXIV
Population Size 50,000 - 250,000 FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	35,486	4,531	33,500	0
Chief Engineer	17,631	114	18,250	0
Contract Engineer	7,674	14	5,500	0
Program Director	19,823	521	18,550	0
Operations Director	17,923	235	15,600	0
News Director	13,849	57	13,000	0
Sports Director	4,470	0	2,400	0
Business Manager/Controller	16,326	181	15,000	0
Traffic Manager/Supervisor	12,738	115	12,870	0
Community/Public Affairs Director	12,603	0	11,000	0
Promotion/Marketing Director	18,076	2,200	15,690	0
Research Director	14,000	0	14,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	13,719	13,000	11,978
News Announcer	1	12,998	13,000	11,980
News Reporter	1	12,700	12,000	11,360
Farm Reporter	1	16,343	19,058	12,800
News Editor	1	10,650	10,650	10,650
Sports Reporter	N/R	N/R	N/R	N/R
Technician	1	10,301	7,800	10,488
Continuity Writer/Copywriter	1	11,932	11,760	11,085
Production Person	1	15,578	16,750	15,467
Music Person	1	15,100	15,550	13,500
Traffic/Computer Operator	1	11,488	11,000	10,420
Sales Support Person	1	14,374	10,800	12,644

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	19,616	34,298	32,692	25,000	14,255
Median	18,000	32,000	29,700	25,000	14,500

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	11	19	33	40
Salary & Bonus	0	19	6	0	20
Straight Com.	33	38	13	0	10
Draw Against Com.	9	25	25	0	20
Salary & Com.	22	5	19	0	10
Salary, Bonus & Com.	31	3	19	67	0
Straight Com. w/bonus	5	0	0	0	0
Other	0	0	0	0	0

BENEFITS

Paid Holidays (average) **6** Paid Sick Days (average) **8**

Sick Leave: Formal **54%** Informal **46%** Accumulate? Yes **16%** No **84%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	39	2	43	16
	Dependents	12	37	30	21
Surgical Benefits:	Employee	36	2	45	16
	Dependents	14	35	30	21
Major Medical:	Employee	38	2	45	15
	Dependents	14	36	30	20
H.M.O.:	Employee	10	2	13	76
	Dependents	0	12	10	78
Dental:	Employee	12	3	21	64
	Dependents	3	12	14	71
Vision:	Employee	11	2	8	80
	Dependents	3	10	5	82
Disability:	Short Term	12	1	13	74
	Long Term	13	8	5	74
Accidental Death:	Employee	37	0	28	35
	Dependents	6	17	22	54
Group Life:	Employee	40	1	33	25
	Dependents	9	24	19	48
Pension Plan		6	0	4	90
Profit Sharing		8	0	0	92
401-K Plan		0	0	2	98
Employee Stock Option Plan		0	2	0	98
Education/Career Development					
Tuition Reimbursement		23	0	17	61
Workshops, Seminars etc.		54	0	13	33

Table XXV
Population Size Under 50,000 FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	27,122	2,772	24,000	0
Chief Engineer	14,695	5	13,500	0
Contract Engineer	4,582	0	3,000	0
Program Director	15,022	91	13,546	0
Operations Director	15,036	261	14,050	0
News Director	14,107	70	13,200	0
Sports Director	9,067	0	9,000	0
Business Manager/Controller	15,372	137	14,450	0
Traffic Manager/Supervisor	11,023	112	9,700	0
Community/Public Affairs Director	8,114	29	9,000	0
Promotion/Marketing Director	16,500	250	16,500	250
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	13,322	11,335	10,832
News Announcer	1	12,856	12,950	11,158
News Reporter	1	11,600	12,000	11,200
Farm Reporter	1	15,000	15,000	12,000
News Editor	1	12,667	12,000	11,500
Sports Reporter	1	9,500	10,500	8,250
Technician	N/R	N/R	N/R	N/R
Continuity Writer/Copywriter	1	11,820	11,000	8,187
Production Person	1	11,245	9,900	10,247
Music Person	1	10,468	10,000	11,000
Traffic/Computer Operator	1	10,572	9,950	9,410
Sales Support Person	2	7,542	6,968	8,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	15,603	24,393	23,549	N/R	11,050
Median	13,750	24,259	21,000	N/R	10,000

Table XXV
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	12	12	67	100
Salary & Bonus	3	20	12	0	0
Straight Com.	24	31	29	0	0
Draw Against Com.	13	20	6	0	0
Salary & Com.	23	6	18	33	0
Salary, Bonus & Com.	27	4	12	0	0
Straight Com. w/bonus	8	6	12	0	0
Other	0	0	0	0	0

BENEFITS

Paid Holidays (average) 6 **Paid Sick Days (average) 6**

Sick Leave: Formal 51% Informal 49% Accumulate? Yes 19% No 81%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	2	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	31	6	44	19
	Dependents	14	35	27	24
Surgical Benefits:	Employee	29	7	41	24
	Dependents	12	35	26	27
Major Medical:	Employee	31	5	42	22
	Dependents	12	36	25	27
H.M.O.:	Employee	6	2	11	81
	Dependents	0	8	8	84
Dental:	Employee	7	1	9	82
	Dependents	5	6	5	85
Vision:	Employee	6	3	5	86
	Dependents	3	6	2	89
Disability:	Short Term	15	3	11	71
	Long Term	10	3	10	77
Accidental Death:	Employee	24	4	24	48
	Dependents	8	17	15	60
Group Life:	Employee	30	4	30	36
	Dependents	6	20	21	53
Pension Plan		2	0	0	98
Profit Sharing		6	0	3	91
401-K Plan		2	0	2	97
Employee Stock Option Plan		0	2	5	94
Education/Career Development					
Tuition Reinbursement		19	2	18	61
Workshops, Seminars etc.		42	2	23	34

Table XXVI

AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	46,516	6,785	40,000	0
Chief Engineer	23,491	302	22,000	0
Contract Engineer	8,063	37	6,000	0
Program Director	24,215	508	19,500	0
Operations Director	29,005	1,112	21,993	0
News Director	19,039	152	16,850	0
Sports Director	18,186	264	15,000	0
Business Manager/Controller	21,012	323	18,900	0
Traffic Manager/Supervisor	14,260	122	13,450	0
Community/Public Affairs Director	15,583	89	13,000	0
Promotion/Marketing Director	21,147	264	20,000	0
Research Director	15,975	50	14,500	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	16,664	14,000	14,690
News Announcer	2	16,893	14,500	14,896
News Reporter	2	15,510	13,780	14,084
Farm Reporter	1	20,187	17,500	15,953
News Editor	1	19,131	16,750	14,776
Sports Reporter	1	17,940	14,500	16,461
Technician	2	19,481	18,564	18,410
Continuity Writer/Copywriter	1	13,850	13,000	12,692
Production Person	1	19,906	18,350	18,227
Music Person	1	17,218	16,720	15,875
Traffic/Computer Operator	1	13,248	13,000	12,064
Sales Support Person	2	14,598	14,250	13,390

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	24,351	45,536	42,651	52,071	22,381
Median	20,000	39,000	36,000	50,487	18,000

Table XXVI
(continued)

	Sales Personnel				
Methods of Compensation (% of response)	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	1	12	4	14	37
Salary & Bonus	2	27	21	21	19
Straight Com.	20	28	34	19	33
Draw Against Com.	10	19	19	19	4
Salary & Com.	26	6	7	14	2
Salary, Bonus & Com.	32	4	5	3	2
Straight Com. w/bonus	9	4	9	7	2
Other	0	1	1	3	2

BENEFITS **Paid Holidays (average) 6** **Paid Sick Days (average) 8**

Sick Leave: Formal 53% Informal 47% Accumulate? Yes 26% No 74%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	49	3	41	7
	Dependents	9	37	45	9
Surgical Benefits:	Employee	48	3	41	8
	Dependents	9	37	44	9
Major Medical:	Employee	48	3	42	7
	Dependents	10	37	45	9
H.M.O.:	Employee	13	1	14	72
	Dependents	4	11	13	73
Dental:	Employee	18	4	19	58
	Dependents	3	17	21	59
Vision:	Employee	8	2	7	83
	Dependents	1	7	7	85
Disability:	Short Term	26	4	17	52
	Long Term	20	9	17	55
Accidental Death:	Employee	45	5	22	28
	Dependents	8	21	20	52
Group Life:	Employee	51	6	27	16
	Dependents	9	26	23	41
Pension Plan		14	0	3	83
Profit Sharing		14	0	2	84
401-K Plan		2	3	8	88
Employee Stock Option Plan		2	1	2	95
Education/Career Development					
Tuition Reimbursement		26	1	16	57
Workshops, Seminars etc.		53	2	11	34

Table XXVII
Population Size Over 1 Million
AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	86,076	15,507	90,000	9,750
Chief Engineer	36,863	490	35,000	0
Contract Engineer	14,030	0	9,500	0
Program Director	43,808	1,805	40,393	0
Operations Director	57,504	4,727	60,000	0
News Director	31,976	304	30,700	0
Sports Director	32,225	185	32,000	0
Business Manager/Controller	32,180	771	31,000	0
Traffic Manager/Supervisor	19,356	189	19,716	0
Community/Public Affairs Director	21,188	117	22,100	0
Promotion/Marketing Director	25,818	254	25,000	0
Research Director	16,953	11	14,500	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	7	30,718	28,000	29,840
News Announcer	3	27,441	26,000	25,219
News Reporter	3	25,151	20,975	23,228
Farm Reporter	1	32,425	32,425	16,000
News Editor	2	23,134	22,000	16,333
Sports Reporter	1	33,045	27,791	30,408
Technician	2	23,837	25,000	23,209
Continuity Writer/Copywriter	1	17,245	17,200	15,601
Production Person	1	24,216	24,000	23,183
Music Person	1	21,690	19,500	22,647
Traffic/Computer Operator	2	17,272	16,704	16,216
Sales Support Person	2	16,687	16,000	15,253

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	8				
Annual Compensation ($)					
Average	40,867	78,531	66,813	66,123	32,020
Median	39,147	77,762	60,000	65,000	26,500

Table XXVII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	4	2	0	15
Salary & Bonus	0	44	33	43	38
Straight Com.	15	24	28	14	46
Draw Against Com.	10	22	21	38	0
Salary & Com.	24	1	5	0	0
Salary, Bonus & Com.	43	4	9	5	0
Straight Com. w/bonus	8	0	2	0	0
Other	0	0	0	0	0

BENEFITS Paid Holidays (average) 8 Paid Sick Days (average) 9

Sick Leave: Formal 68% Informal 32% Accumulate? Yes 29% No 71%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	3	3	3	3	3	3	4

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	41	3	54	3
	Dependents	7	20	70	3
Surgical Benefits:	Employee	40	3	53	4
	Dependents	7	20	69	4
Major Medical:	Employee	37	3	56	4
	Dependents	7	17	71	4
H.M.O.:	Employee	13	0	15	73
	Dependents	0	7	20	74
Dental:	Employee	19	1	46	34
	Dependents	5	9	50	36
Vision:	Employee	11	0	17	71
	Dependents	3	5	15	77
Disability:	Short Term	37	0	25	38
	Long Term	36	5	33	26
Accidental Death:	Employee	51	1	30	18
	Dependents	11	13	31	45
Group Life:	Employee	54	3	32	11
	Dependents	8	17	36	39
Pension Plan		32	0	6	62
Profit Sharing		13	0	5	82
401-K Plan		8	2	24	66
Employee Stock Option Plan		7	0	7	86
Education/Career Development					
Tuition Reinbursement		38	0	18	44
Workshops, Seminars etc.		61	2	11	26

Table XXVIII
Population Size 250,000 - 1,000,000

AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	58,399	9,197	52,000	3,150
Chief Engineer	25,580	359	25,500	0
Contract Engineer	11,342	6	10,200	0
Program Director	29,986	530	27,660	0
Operations Director	33,876	1,020	27,560	0
News Director	20,975	120	20,000	0
Sports Director	22,420	695	20,000	0
Business Manager/Controller	22,271	288	20,400	0
Traffic Manager/Supervisor	15,485	237	15,600	0
Community/Public Affairs Director	14,991	173	15,000	0
Promotion/Marketing Director	18,882	67	18,250	0
Research Director	15,800	100	15,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	7	19,004	17,700	15,372
News Announcer	2	16,937	15,916	14,096
News Reporter	2	15,603	14,845	12,515
Farm Reporter	1	25,238	22,800	18,750
News Editor	1	18,663	14,040	13,347
Sports Reporter	1	18,517	15,300	12,811
Technician	1	18,949	18,700	16,778
Continuity Writer/Copywriter	1	15,573	15,600	13,624
Production Person	1	19,345	18,500	15,318
Music Person	2	17,673	17,000	14,290
Traffic/Computer Operator	1	14,063	13,970	12,211
Sales Support Person	1	14,449	14,000	12,643

	Sales Personnel: Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	27,288	54,634	45,021	40,189	21,455
Median	25,000	49,670	40,000	41,500	19,500

Table XXVIII (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	7	2	7	27
Salary & Bonus	0	33	25	7	27
Straight Com.	12	26	38	29	27
Draw Against Com.	9	21	23	14	7
Salary & Com.	17	3	2	7	0
Salary, Bonus & Com.	43	4	2	7	7
Straight Com. w/bonus	17	5	5	14	7
Other	0	1	3	14	0

BENEFITS

Paid Holidays (average) 7 **Paid Sick Days (average)** 8

Sick Leave: Formal 65% Informal 35% Accumulate? Yes 34% No 66%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	2	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	56	4	41	0
	Dependents	11	37	51	1
Surgical Benefits:	Employee	56	4	41	0
	Dependents	11	37	51	1
Major Medical:	Employee	55	4	41	0
	Dependents	12	38	50	0
H.M.O.:	Employee	14	1	20	65
	Dependents	3	11	21	65
Dental:	Employee	31	5	21	43
	Dependents	2	29	26	43
Vision:	Employee	12	1	8	79
	Dependents	1	9	10	80
Disability:	Short Term	32	5	20	43
	Long Term	27	8	21	43
Accidental Death:	Employee	52	7	24	18
	Dependents	8	20	24	47
Group Life:	Employee	58	8	27	7
	Dependents	8	30	24	38
Pension Plan		23	0	1	76
Profit Sharing		12	1	2	85
401-K Plan		2	2	8	88
Employee Stock Option Plan		3	2	2	93
Education/Career Development					
Tuition Reimbursement		29	1	19	50
Workshops, Seminars etc.		66	1	6	27

Table XXIX
Population Size 50,000 - 250,000

AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	41,725	6,427	36,400	0
Chief Engineer	20,355	330	19,110	0
Contract Engineer	8,230	9	6,000	0
Program Director	20,641	340	18,200	0
Operations Director	21,297	207	20,000	0
News Director	17,638	109	17,000	0
Sports Director	16,925	71	15,650	0
Business Manager/Controller	18,496	163	18,000	0
Traffic Manager/Supervisor	13,562	44	13,000	0
Community/Public Affairs Director	15,801	45	13,000	0
Promotion/Marketing Director	13,656	797	13,872	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	14,238	13,200	12,819
News Announcer	2	14,235	13,800	12,677
News Reporter	2	13,168	13,000	12,316
Farm Reporter	1	17,516	16,159	14,693
News Editor	1	20,366	22,000	17,245
Sports Reporter	1	12,525	14,000	12,242
Technician	1	16,053	16,181	14,457
Continuity Writer/Copywriter	1	13,517	12,532	12,608
Production Person	1	15,719	14,768	15,524
Music Person	1	14,382	14,000	13,561
Traffic/Computer Operator	1	12,321	12,000	10,764
Sales Support Person	2	13,470	12,000	13,221

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	21,397	38,299	33,150	19,645	17,843
Median	20,000	36,000	30,000	14,122	16,000

Table XXIX (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	11	6	38	60
Salary & Bonus	2	24	20	13	0
Straight Com.	24	33	33	25	40
Draw Against Com.	8	15	17	0	0
Salary & Com.	28	9	6	25	0
Salary, Bonus & Com.	29	2	4	0	0
Straight Com. w/bonus	7	5	14	0	0
Other	1	1	0	0	0

BENEFITS

Paid Holidays (average) 6 **Paid Sick Days (average) 9**

Sick Leave: Formal 51% Informal 49% Accumulate? Yes 25% No 75%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	58	2	37	3
	Dependents	8	44	42	6
Surgical Benefits:	Employee	57	2	37	4
	Dependents	8	44	41	7
Major Medical:	Employee	57	2	37	3
	Dependents	7	44	42	6
H.M.O.:	Employee	14	0	13	74
	Dependents	3	14	8	76
Dental:	Employee	20	6	14	60
	Dependents	4	19	16	61
Vision:	Employee	10	2	5	83
	Dependents	1	8	6	86
Disability:	Short Term	25	6	12	56
	Long Term	18	12	10	59
Accidental Death:	Employee	53	3	19	25
	Dependents	8	22	17	54
Group Life:	Employee	58	3	26	13
	Dependents	11	27	24	39
Pension Plan		9	0	2	89
Profit Sharing		18	0	2	80
401-K Plan		2	5	5	88
Employee Stock Option Plan		1	1	1	97
Education/Career Development					
Tuition Reimbursement		24	1	15	60
Workshops, Seminars etc.		48	2	10	39

Table XXX
Population Size Under 50,000 AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	30,541	2,755	28,900	0
Chief Engineer	15,537	63	15,000	0
Contract Engineer	5,632	82	5,000	0
Program Director	15,145	122	15,000	0
Operations Director	17,758	238	18,000	0
News Director	14,592	165	14,000	0
Sports Director	12,203	244	12,480	0
Business Manager/Controller	13,698	228	13,000	0
Traffic Manager/Supervisor	11,778	80	11,137	0
Community/Public Affairs Director	8,871	0	10,200	0
Promotion/Marketing Director	15,384	0	16,560	0
Research Director	8,400	50	8,400	50

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	12,669	11,700	10,259
News Announcer	1	12,462	12,000	10,500
News Reporter	1	11,590	12,000	10,692
Farm Reporter	1	15,967	15,000	14,100
News Editor	1	14,341	14,280	11,736
Sports Reporter	1	8,904	10,800	9,211
Technician	1	14,217	14,000	11,549
Continuity Writer/Copywriter	1	10,984	10,730	10,005
Production Person	1	11,548	11,258	9,811
Music Person	1	11,977	11,500	8,807
Traffic/Computer Operator	1	10,792	10,800	10,147
Sales Support Person	2	11,692	12,000	8,923

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	18,266	28,538	23,653	45,500	16,898
Median	17,500	26,000	23,500	45,500	17,150

Table XXX
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	19	5	27	50
Salary & Bonus	3	17	5	7	7
Straight Com.	23	26	38	13	21
Draw Against Com.	12	21	14	7	7
Salary & Com.	31	7	17	33	7
Salary, Bonus & Com.	23	6	7	0	0
Straight Com. w/bonus	6	3	14	13	0
Other	0	1	0	0	7

BENEFITS Paid Holidays (average) **6** Paid Sick Days (average) **8**

Sick Leave: Formal **42%** Informal **58%** Accumulate? Yes **20%** No **80%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	2	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	39	4	42	16
	Dependents	10	37	35	18
Surgical Benefits:	Employee	38	4	41	17
	Dependents	11	36	35	18
Major Medical:	Employee	39	4	42	16
	Dependents	11	36	35	18
H.M.O.:	Employee	10	3	12	75
	Dependents	6	9	10	74
Dental:	Employee	7	4	13	76
	Dependents	2	10	10	77
Vision:	Employee	4	2	4	90
	Dependents	2	4	3	91
Disability:	Short Term	20	4	16	60
	Long Term	9	8	14	69
Accidental Death:	Employee	31	6	22	41
	Dependents	6	23	16	56
Group Life:	Employee	40	8	26	26
	Dependents	8	27	18	47
Pension Plan		5	1	3	91
Profit Sharing		12	1	1	87
401-K Plan		0	1	4	96
Employee Stock Option Plan		1	1	1	98
Education/Career Development					
Tuition Reimbursement		23	1	14	62
Workshops, Seminars etc.		46	1	15	38

Table XXXI

AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	25,309	1,902	22,000	0
Chief Engineer	10,912	65	8,580	0
Contract Engineer	4,075	8	3,000	0
Program Director	13,275	237	13,000	0
Operations Director	16,958	790	15,000	0
News Director	13,029	318	12,000	0
Sports Director	11,218	63	12,000	0
Business Manager/Controller	15,121	152	13,950	0
Traffic Manager/Supervisor	11,043	37	10,712	0
Community/Public Affairs Director	11,498	13	10,000	0
Promotion/Marketing Director	13,920	0	13,000	0
Research Director	13,500	0	13,500	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	12,567	12,000	12,041
News Announcer	2	12,453	12,000	11,600
News Reporter	1	11,128	11,750	11,885
Farm Reporter	1	26,998	26,998	16,000
News Editor	1	11,800	9,600	12,900
Sports Reporter	1	11,354	13,200	12,213
Technician	1	13,614	13,000	18,660
Continuity Writer/Copywriter	1	10,920	10,000	11,296
Production Person	2	12,888	11,700	11,794
Music Person	1	17,083	15,150	25,067
Traffic/Computer Operator	1	11,220	10,980	9,911
Sales Support Person	2	10,094	10,200	8,624

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	14,277	23,442	22,696	56,000	14,620
Median	14,000	22,000	18,000	56,000	16,000

Table XXXI
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	23	15	25	40
Salary & Bonus	1	18	15	13	0
Straight Com.	33	32	35	25	20
Draw Against Com.	11	14	18	25	20
Salary & Com.	27	5	0	0	20
Salary, Bonus & Com.	21	5	12	0	0
Straight Com. w/bonus	7	0	3	0	0
Other	0	2	3	13	0

BENEFITS Paid Holidays (average) **6** Paid Sick Days (average) **6**

Sick Leave: Formal **39%** Informal **61%** Accumulate? Yes **12%** No **88%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	2	2	2	2	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	39	1	29	31
	Dependents	14	26	24	35
Surgical Benefits:	Employee	37	1	29	32
	Dependents	13	25	24	38
Major Medical:	Employee	38	1	29	32
	Dependents	14	25	23	38
H.M.O.:	Employee	7	1	10	83
	Dependents	2	5	9	85
Dental:	Employee	14	2	8	76
	Dependents	5	11	7	78
Vision:	Employee	6	2	6	86
	Dependents	2	6	3	89
Disability:	Short Term	16	4	13	67
	Long Term	9	6	12	74
Accidental Death:	Employee	28	2	14	57
	Dependents	8	16	12	65
Group Life:	Employee	31	4	20	45
	Dependents	6	19	13	63
Pension Plan		2	1	1	96
Profit Sharing		5	2	1	93
401-K Plan		1	1	0	98
Employee Stock Option Plan		3	1	0	97
Education/Career Development					
Tuition Reinbursement		19	0	5	76
Workshops, Seminars etc.		36	2	9	54

Table XXXII
Population Size Over 500,000

AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	32,761	3,033	24,500	0
Chief Engineer	20,507	371	20,000	0
Contract Engineer	7,486	0	8,000	0
Program Director	16,183	236	15,000	0
Operations Director	27,233	2,083	19,900	0
News Director	26,172	0	20,000	0
Sports Director	11,960	0	11,960	0
Business Manager/Controller	16,171	229	15,000	0
Traffic Manager/Supervisor	13,563	0	13,000	0
Community/Public Affairs Director	19,640	0	18,850	0
Promotion/Marketing Director	18,050	0	18,050	0
Research Director	13,500	0	13,500	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	17,865	15,050	18,761
News Announcer	3	20,560	20,000	20,022
News Reporter	N/R	N/R	N/R	N/R
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	N/R	N/R	N/R	N/R
Sports Reporter	1	13,780	13,780	11,440
Technician	2	18,246	17,885	26,100
Continuity Writer/Copywriter	1	17,500	17,500	17,500
Production Person	3	28,430	28,430	28,430
Music Person	1	44,000	44,000	44,500
Traffic/Computer Operator	1	12,750	11,700	11,720
Sales Support Person	1	10,863	10,400	12,550

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	17,599	30,711	27,250	68,000	N/R
Median	14,890	25,700	12,000	68,000	N/R

Table XXXII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	6	20	25	0	0
Salary & Bonus	0	20	0	100	0
Straight Com.	28	20	25	0	0
Draw Against Com.	11	20	25	0	0
Salary & Com.	39	10	0	0	0
Salary, Bonus & Com.	6	10	25	0	0
Straight Com. w/bonus	11	0	0	0	0
Other	0	0	0	0	0

BENEFITS Paid Holidays (average) **6** Paid Sick Days (average) **6**

Sick Leave: Formal **56%** Informal **44%** Accumulate? Yes **23%** No **77%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	3	3	3	3	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	39	0	28	33
	Dependents	18	6	35	41
Surgical Benefits:	Employee	35	0	29	35
	Dependents	19	6	31	44
Major Medical:	Employee	29	0	29	41
	Dependents	18	6	29	47
H.M.O.:	Employee	13	0	13	75
	Dependents	6	0	19	75
Dental:	Employee	11	6	17	67
	Dependents	6	11	17	67
Vision:	Employee	6	6	12	76
	Dependents	6	6	12	76
Disability:	Short Term	13	6	19	63
	Long Term	13	6	19	63
Accidental Death:	Employee	28	6	11	56
	Dependents	6	12	12	71
Group Life:	Employee	28	0	17	56
	Dependents	0	13	6	81
Pension Plan		0	0	0	100
Profit Sharing		6	0	0	94
401-K Plan		6	0	0	94
Employee Stock Option Plan		6	0	0	94
Education/Career Development					
Tuition Reinbursement		16	0	5	79
Workshops, Seminars etc.		31	0	6	63

Table XXXIII
Population Size 50,000 - 500,000 AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	26,634	1,586	25,000	0
Chief Engineer	9,922	0	7,420	0
Contract Engineer	4,665	23	3,450	0
Program Director	13,784	71	15,400	0
Operations Director	16,008	62	14,400	0
News Director	13,649	19	14,020	0
Sports Director	12,078	0	13,000	0
Business Manager/Controller	16,936	69	15,000	0
Traffic Manager/Supervisor	10,899	16	10,920	0
Community/Public Affairs Director	6,884	29	5,487	0
Promotion/Marketing Director	12,268	0	14,320	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	12,391	12,000	10,327
News Announcer	2	12,886	12,480	10,136
News Reporter	1	12,517	13,500	13,500
Farm Reporter	1	26,998	26,998	16,000
News Editor	1	6,800	6,800	6,800
Sports Reporter	1	9,775	8,000	13,200
Technician	1	9,080	6,000	11,800
Continuity Writer/Copywriter	1	9,840	9,360	9,840
Production Person	1	11,200	10,000	9,337
Music Person	1	12,475	15,000	15,350
Traffic/Computer Operator	1	11,986	11,700	10,321
Sales Support Person	2	9,239	8,020	5,719

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	14,365	24,338	23,773	44,000	17,250
Median	15,000	24,500	21,500	44,000	17,250

Table XXXIII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	18	0	0	100
Salary & Bonus	2	29	29	0	0
Straight Com.	14	26	29	0	0
Draw Against Com.	18	12	18	50	0
Salary & Com.	26	0	0	0	0
Salary, Bonus & Com.	32	9	12	0	0
Straight Com. w/bonus	8	0	6	0	0
Other	0	6	6	50	0

BENEFITS

Paid Holidays (average) **6** Paid Sick Days (average) **8**

Sick Leave: Formal **42%** Informal **58%** Accumulate? Yes **14%** No **86%**

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	2	2	2	3	3	3

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	39	2	33	26
	Dependents	10	33	25	31
Surgical Benefits:	Employee	37	2	33	27
	Dependents	10	31	25	33
Major Medical:	Employee	38	2	34	26
	Dependents	10	31	27	33
H.M.O.:	Employee	7	0	17	76
	Dependents	0	5	13	82
Dental:	Employee	16	0	12	73
	Dependents	2	15	6	77
Vision:	Employee	9	0	9	83
	Dependents	2	7	5	86
Disability:	Short Term	10	6	13	71
	Long Term	7	7	11	76
Accidental Death:	Employee	30	0	17	52
	Dependents	9	14	16	61
Group Life:	Employee	32	6	28	34
	Dependents	2	24	22	51
Pension Plan		5	0	0	95
Profit Sharing		4	2	2	91
401-K Plan		0	0	0	100
Employee Stock Option Plan		5	0	0	95
Education/Career Development					
Tuition Reimbursement		17	0	2	80
Workshops, Seminars etc.		40	2	2	56

Table XXXIV
Population Size Under 50,000

AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	22,468	1,843	20,000	0
Chief Engineer	8,390	25	5,350	0
Contract Engineer	2,847	0	2,500	0
Program Director	12,193	363	12,084	0
Operations Director	13,818	851	12,000	0
News Director	11,293	591	11,280	0
Sports Director	10,129	143	12,000	0
Business Manager/Controller	12,815	200	13,000	0
Traffic Manager/Supervisor	10,346	67	10,200	0
Community/Public Affairs Director	9,396	0	10,000	0
Promotion/Marketing Director	N/R			
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($)		Average Starting Compensation ($)
		Average	Median	
On-Air Personality	2	11,393	10,450	11,896
News Announcer	1	9,885	10,000	9,874
News Reporter	1	10,260	9,600	10,270
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	14,300	14,300	19,000
Sports Reporter	1	13,300	13,300	12,000
Technician	2	11,100	11,100	17,500
Continuity Writer/Copywriter	1	9,938	10,250	9,650
Production Person	2	11,869	11,869	10,850
Music Person	1	8,600	8,600	N/R
Traffic/Computer Operator	1	10,136	9,000	8,828
Sales Support Person	2	10,350	10,000	10,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	13,112	21,224	17,687	N/R	9,360
Median	13,800	19,200	14,000	N/R	9,360

Table XXXIV
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	28	31	40	25
Salary & Bonus	0	10	0	0	0
Straight Com.	51	38	46	40	25
Draw Against Com.	4	14	15	20	25
Salary & Com.	24	8	0	0	25
Salary, Bonus & Com.	16	2	8	0	0
Straight Com. w/bonus	4	0	0	0	0
Other	0	0	0	0	0

BENEFITS

Paid Holidays (average) 6 **Paid Sick Days (average)** 5

Sick Leave: Formal 32% Informal 68% Accumulate? Yes 8% No 92%

	Years of Service										
Paid Vacation	1	2	3	4	5	6-9	10	11-14	15	16-19	20+
(average weeks)	1	2	2	2	2	2	2	2	2	2	2

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	40	1	25	33
	Dependents	17	25	21	37
Surgical Benefits:	Employee	38	1	25	35
	Dependents	13	25	21	40
Major Medical:	Employee	40	1	24	34
	Dependents	16	25	19	39
H.M.O.:	Employee	5	2	4	89
	Dependents	2	5	4	89
Dental:	Employee	14	3	2	81
	Dependents	7	7	4	82
Vision:	Employee	3	3	2	91
	Dependents	0	6	0	94
Disability:	Short Term	21	2	11	66
	Long Term	9	5	11	75
Accidental Death:	Employee	26	2	11	61
	Dependents	7	19	9	66
Group Life:	Employee	32	3	15	50
	Dependents	10	17	7	66
Pension Plan		2	2	2	95
Profit Sharing		5	2	0	93
401-K Plan		0	2	0	98
Employee Stock Option Plan		0	2	0	98
Education/Career Development					
Tuition Reinbursement		21	0	7	71
Workshops, Seminars etc.		34	2	14	50

Definitions — Support Staff

On-Air Personality
Includes Announcers, DJs and Personalities. Responsibilities are announcing for entertainment and other radio programming.

News Announcer
Specializes in delivering news on the air or serves as an anchor person.

Technician
Operates and maintains studio and transmitter equipment.

News Reporter
May have title of director in one-person news department. Gathers, writes and feeds news stories from field to station as well as gathering and writing stories in-house via telephone, wire and other sources.

News Editor
Responsibilities involve reviewing and editing news service copy, network news and locally gathered news materials.

Sports Reporter
Reports sports events play-by-play, does interviews ar
news inserts.

Continuity Writer
Writes commercial copy and previews commerci
material written by outside sources.

Production Person
Writes, produces and coordinates the production of a
commercial, promotional and public servic
announcements.

Music Person
Responsible for previewing, selecting and cataloging th
music portion of the stations program direction.

Traffic/Computer Operator
Prepares a minute by minute schedule of all on-air radi
programming, commercials and public servic
announcements, and any other announcements. Ma
be responsible for entering all pertinent data into th
computer and generating necessary reports.

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ISBN # 0-89324-054-0

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METHODS

Questionnaires requesting salary and fringe benefits information were mailed to all U.S. commercial radio stations in May 1988. Of these 5900 radio operations (AM/FM combos were included as one operation), 1408 operations completed the survey resulting in a response rate of 23.9%. **Since this survey has such a low response rate, care should be taken when interpreting the data.**

From the information collected, 34 tables have been prepared based on revenue categories, station type (AM Fulltime, FM AM/FM, AM Daytime), and categories of market populations. Information regarding these categorizations were requested in the survey.

Respondents were given the following instructions to fill out the employee compensation information.

> **Fill in only those jobs which exist at your station.** Where duties of two classifications may be combined at your station, classify this person by major responsibility.
>
> **Base Salary.** The base salary for each department head and support staff should be the annual compensation level as of March 31, 1988. For sales personnel only, the annual compensation should be the 12 months of April 1, 1987 to March 31, 1988.
>
> **Starting Annual Salary.** The starting annual salaries are for new employees with little or no experience.
>
> **Bonus.** The bonus paid to each of the department heads should be for the period of April 1, 1987 through March 31, 1988.
>
> **Number of Fulltime Employees.** Fulltime is defined as employees working 30 hours or more a week. At radio-television stations, employees working in both radio and television will be included only if they regularly work 30 hours or more a week in radio.
>
> **Fringe Benefits.** Report fringe benefits offered to majority of employees.

Each table contains the average and median base salary for 12 different department heads as well as their average and median annual bonus. Also included in each table are average, median, and average starting salaries for 12 different support staff positions. Definitions of these support staff positions can be found on page 70.

Average and median compensation for sales staff as well as the percent of stations using each of eight different compensation methods also are found in each table. The final area covered in each table is fringe benefits information including average number of paid holidays and paid sick days as well as the amount of vacation offered.

Two items within the tables merit special attention. The first, N/R, signifies that no stations responded to that category. Second, the average bonus is the average for all reported department heads whether they received a bonus or not. When the median bonus is 0 it signifies that at least half of the stations responding with a salary figure did not pay a bonus to that position during the past year.

The Appendix (page 71) contains corrected values for the methods of compensation for sales personnel for 1987. The values published in last year's report contained some errors due to data processing.

Table I

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	49,758	6,951	39,000	0
Chief Engineer	25,286	420	24,000	0
Contract Engineer	8,136	31	6,000	0
Program Director	26,767	1,188	20,280	0
Operations Director	29,738	1,292	21,600	0
News Director	20,144	199	17,316	0
Sports Director	18,709	234	15,000	0
Business Manager/Controller	22,654	421	20,000	0
Traffic Manager/Supervisor	15,256	110	14,400	0
Community/Public Affairs Director	18,392	87	15,900	0
Promotion/Marketing Director	23,856	380	22,000	0
Research Director	21,247	107	19,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($)		Average Starting Compensation ($)
		Average	Median	
On-Air Personality	5	20,136	15,000	16,874
News Announcer	2	19,450	15,961	16,592
News Reporter	2	17,028	14,616	13,991
Farm Reporter	1	19,353	18,000	16,485
News Editor	1	20,185	16,000	17,266
Sports Reporter	1	20,436	15,600	17,275
Technician	2	21,590	20,000	19,143
Continuity Writer/Copywriter	1	15,480	15,000	13,580
Production Person	1	21,965	20,000	19,251
Music Person	1	20,309	18,540	18,026
Traffic/Computer Operator	1	14,415	13,902	12,649
Sales Support Person	2	16,025	15,665	14,514

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	26,524	48,435	45,333	58,853	27,853
Median	21,800	40,000	40,000	55,000	21,000

Table I
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	10	4	12	38
Salary & Bonus	1	27	22	22	11
Straight Com.	24	6	7	17	4
Draw Against Com.	32	4	5	4	3
Salary & Com.	23	28	35	21	38
Salary, Bonus & Com.	8	20	23	21	5
Straight Com. w/bonus	8	4	4	3	0
Other	2	1	1	0	1

BENEFITS

Paid Sick Days (average) 7 **Accumulate? Yes** 20% **No** 80%

Paid Vacation	Years of Service						
	1	2	3	5	10	15	20+
(average weeks)	2	2	2	2	3	3	3

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	44	3	39	14
	Dependents	10	32	42	17
Surgical Benefits:	Employee	43	3	39	15
	Dependents	10	31	42	17
Major Medical:	Employee	43	3	40	13
	Dependents	10	31	43	16
H.M.O.:	Employee	12	1	16	70
	Dependents	3	11	15	71
Dental:	Employee	17	6	20	57
	Dependents	3	17	24	57
Vision:	Employee	7	2	8	82
	Dependents	1	7	9	83
Disability:	Short Term	23	4	18	55
	Long Term	17	8	19	55
Accidental Death:	Employee	39	4	22	35
	Dependents	8	17	20	55
Group Life:	Employee	47	4	26	23
	Dependents	7	20	21	51
Pension Plan		13	1	3	83
Profit Sharing		11	1	3	85
401-K Plan		3	4	11	82
Employee Stock Option Plan		2	2	2	94
Education/Career Development					
Tuition Reinbursement		22	1	16	61
Workshops, Seminars etc.		49	2	9	40

Table II
Revenue Size Over $5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	124,343	25,345	125,000	15,200
Chief Engineer	47,027	1,153	46,000	0
Contract Engineer	28,645	0	34,700	0
Program Director	69,631	7,421	64,300	250
Operations Director	74,384	4,738	67,000	0
News Director	46,127	560	44,000	0
Sports Director	47,503	18	43,798	0
Business Manager/Controller	42,574	1,374	41,000	0
Traffic Manager/Supervisor	26,849	218	25,000	0
Community/Public Affairs Director	29,926	121	30,000	0
Promotion/Marketing Director	34,032	728	33,300	0
Research Director	26,837	224	26,250	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($)		Average Starting Compensation ($)
		Average	Median	
On-Air Personality	7	62,583	45,450	48,364
News Announcer	4	38,804	33,750	32,374
News Reporter	4	29,800	27,800	23,415
Farm Reporter	2	33,712	27,560	42,500
News Editor	3	33,592	36,000	28,185
Sports Reporter	2	45,904	36,000	29,019
Technician	3	32,875	30,000	27,842
Continuity Writer/Copywriter	1	21,616	20,000	17,551
Production Person	2	31,589	29,500	26,953
Music Person	1	27,781	27,500	24,848
Traffic/Computer Operator	2	20,211	18,450	18,256
Sales Support Person	2	19,338	19,200	17,492

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	10				
Annual Compensation ($)					
Average	52,777	102,033	82,831	78,864	49,335
Median	52,090	100,000	80,000	74,094	42,000

Table 11
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	1	2	2	7
Salary & Bonus	2	55	32	40	14
Straight Com.	37	3	9	8	3
Draw Against Com.	40	0	2	2	10
Salary & Com.	5	13	25	19	59
Salary, Bonus & Com.	1	24	28	27	7
Straight Com. w/bonus	13	3	4	2	0
Other	1	1	0	0	0

BENEFITS

Paid Sick Days (average) **9** Accumulate? Yes **19%** No **81%**

Paid Vacation	Years of Service						
	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	4	4

Paid Holidays (average) **8**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	47	0	51	2
	Dependents	7	15	75	2
Surgical Benefits:	Employee	44	0	54	3
	Dependents	5	14	79	3
Major Medical:	Employee	44	0	56	0
	Dependents	5	15	80	0
H.M.O.:	Employee	12	0	41	48
	Dependents	4	6	42	48
Dental:	Employee	32	3	44	22
	Dependents	8	10	60	22
Vision:	Employee	7	0	12	81
	Dependents	4	1	16	78
Disability:	Short Term	45	4	26	25
	Long Term	42	8	37	13
Accidental Death:	Employee	63	6	23	7
	Dependents	7	17	23	52
Group Life:	Employee	76	0	24	0
	Dependents	10	17	24	49
Pension Plan		53	0	10	36
Profit Sharing		21	0	11	68
401-K Plan		11	8	48	33
Employee Stock Option Plan		3	10	10	78
Education/Career Development					
Tuition Reinbursement		45	0	33	22
Workshops, Seminars etc.		74	0	12	14

Table III
Revenue Size $2 - $5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	83,809	16,135	83,250	10,000
Chief Engineer	32,813	426	32,168	0
Contract Engineer	19,381	38	19,600	0
Program Director	42,907	2,084	39,550	0
Operations Director	45,971	2,747	43,400	0
News Director	28,662	297	27,000	0
Sports Director	27,075	130	25,000	0
Business Manager/Controller	28,946	564	28,000	0
Traffic Manager/Supervisor	19,543	161	19,270	0
Community/Public Affairs Director	23,513	110	22,700	0
Promotion/Marketing Director	23,612	322	23,500	0
Research Director	18,898	46	16,320	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	7	28,851	26,000	24,711
News Announcer	2	23,439	22,421	18,326
News Reporter	2	19,409	18,390	14,742
Farm Reporter	1	24,326	22,500	16,600
News Editor	1	21,806	25,000	15,897
Sports Reporter	1	20,587	18,720	16,560
Technician	2	22,529	21,770	18,020
Continuity Writer/Copywriter	1	18,419	17,628	15,071
Production Person	1	25,290	25,000	20,899
Music Person	1	23,653	23,205	18,807
Traffic/Computer Operator	1	17,406	17,490	14,832
Sales Support Person	1	16,866	16,000	14,461

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	41,204	74,386	58,854	56,222	25,931
Median	38,000	70,000	54,850	55,000	25,140

Table III
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	2	2	9	34
Salary & Bonus	0	38	31	29	14
Straight Com.	29	2	1	7	0
Draw Against Com.	40	1	3	5	0
Salary & Com.	11	25	32	20	45
Salary, Bonus & Com.	8	30	29	29	7
Straight Com. w/bonus	9	2	3	0	0
Other	1	0	0	0	0

BENEFITS

Paid Sick Days (average) 7 Accumulate? Yes 23% No 77%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	4

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	55	1	40	4
	Dependents	7	27	61	4
Surgical Benefits:	Employee	55	1	40	4
	Dependents	7	28	61	4
Major Medical:	Employee	56	1	43	0
	Dependents	7	28	65	1
H.M.O.:	Employee	16	1	20	63
	Dependents	5	8	24	63
Dental:	Employee	31	6	31	31
	Dependents	3	23	44	31
Vision:	Employee	12	2	9	77
	Dependents	1	9	14	77
Disability:	Short Term	38	4	28	30
	Long Term	32	10	33	25
Accidental Death:	Employee	58	4	27	11
	Dependents	7	17	29	47
Group Life:	Employee	60	1	35	4
	Dependents	8	16	27	50
Pension Plan		28	1	3	68
Profit Sharing		19	1	4	76
401-K Plan		8	6	24	63
Employee Stock Option Plan		6	3	5	86
Education/Career Development					
Tuition Reinbursement		29	1	26	45
Workshops, Seminars etc.		68	0	6	26

Table IV
Revenue Size $1 - $2 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	58,653	8,581	55,000	2,500
Chief Engineer	24,000	154	24,000	0
Contract Engineer	12,092	19	11,400	0
Program Director	28,364	989	26,000	0
Operations Director	26,781	317	25,000	0
News Director	19,944	130	19,000	0
Sports Director	17,830	554	17,400	0
Business Manager/Controller	21,718	225	20,500	0
Traffic Manager/Supervisor	16,236	81	15,600	0
Community/Public Affairs Director	16,148	129	15,000	0
Promotion/Marketing Director	19,447	223	18,600	0
Research Director	15,880	60	14,400	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	19,266	18,000	15,098
News Announcer	2	16,179	15,550	14,531
News Reporter	2	15,472	14,573	12,818
Farm Reporter	1	18,119	18,500	16,453
News Editor	1	16,379	15,350	13,767
Sports Reporter	1	15,986	16,000	14,696
Technician	2	19,676	19,200	17,646
Continuity Writer/Copywriter	2	14,816	14,520	13,563
Production Person	1	19,283	18,406	17,133
Music Person	1	18,629	17,850	14,878
Traffic/Computer Operator	1	15,014	14,300	12,895
Sales Support Person	1	14,732	14,480	13,017

	Sales Personnel: Account Executive	Sales Personnel: General Sales Manager	Sales Personnel: Local Sales Manager	Sales Personnel: National Sales Manager	Sales Personnel: Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	28,470	50,938	40,842	37,325	26,778
Median	25,000	48,000	40,000	36,354	21,350

Table IV
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	3	2	16	21
Salary & Bonus	1	31	22	4	14
Straight Com.	27	3	3	12	14
Draw Against Com.	37	3	8	12	0
Salary & Com.	15	26	40	28	50
Salary, Bonus & Com.	7	24	21	20	0
Straight Com. w/bonus	9	8	5	8	0
Other	3	1	0	0	0

BENEFITS

Paid Sick Days (average) 7 **Accumulate? Yes** 27% **No** 73%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	3

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	53	2	42	3
	Dependents	11	40	44	4
Surgical Benefits:	Employee	50	2	43	5
	Dependents	12	39	42	7
Major Medical:	Employee	50	2	46	2
	Dependents	12	40	44	3
H.M.O.:	Employee	15	1	15	69
	Dependents	2	14	13	71
Dental:	Employee	24	10	27	39
	Dependents	5	26	30	39
Vision:	Employee	9	3	12	76
	Dependents	1	11	11	77
Disability:	Short Term	23	2	20	55
	Long Term	18	6	24	52
Accidental Death:	Employee	43	4	24	29
	Dependents	7	21	22	50
Group Life:	Employee	54	3	29	14
	Dependents	7	23	25	45
Pension Plan		11	0	3	86
Profit Sharing		12	1	3	84
401-K Plan		3	9	11	77
Employee Stock Option Plan		3	1	3	94
Education/Career Development					
Tuition Reinbursement		20	1	22	57
Workshops, Seminars etc.		50	1	12	37

Table V
Revenue Size $500,000 - $1,000,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	43,392	4,909	40,000	0
Chief Engineer	19,824	298	19,900	0
Contract Engineer	9,236	102	7,650	0
Program Director	20,602	279	19,630	0
Operations Director	21,955	991	20,050	0
News Director	17,004	103	16,850	0
Sports Director	13,674	441	14,200	0
Business Manager/Controller	18,684	137	18,000	0
Traffic Manager/Supervisor	13,629	89	13,200	0
Community/Public Affairs Director	14,468	55	12,740	0
Promotion/Marketing Director	18,147	214	18,000	0
Research Director	17,960	0	13,220	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	15,935	14,000	14,168
News Announcer	1	14,222	13,916	13,000
News Reporter	1	12,778	12,800	12,016
Farm Reporter	1	17,068	17,000	14,262
News Editor	1	13,913	14,000	14,333
Sports Reporter	1	12,469	13,000	17,921
Technician	1	16,606	17,880	15,925
Continuity Writer/Copywriter	1	13,256	12,170	11,922
Production Person	1	14,875	14,820	14,597
Music Person	1	13,796	14,300	13,621
Traffic/Computer Operator	1	13,151	12,500	11,510
Sales Support Person	2	14,263	12,800	13,800

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	23,092	38,065	33,179	28,192	17,656
Median	21,000	36,000	30,000	25,000	17,000

Table V (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	9	3	8	61
Salary & Bonus	1	21	22	12	11
Straight Com.	22	7	8	40	0
Draw Against Com.	33	6	4	0	0
Salary & Com.	21	29	34	20	22
Salary, Bonus & Com.	11	22	22	16	6
Straight Com. w/bonus	9	4	5	4	0
Other	3	1	3	0	0

BENEFITS

Paid Sick Days (average) 7 Accumulate? Yes 21% No 79%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	2	3	3	3

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	51	3	43	4
	Dependents	11	41	43	6
Surgical Benefits:	Employee	50	3	43	5
	Dependents	11	40	43	6
Major Medical:	Employee	51	3	43	3
	Dependents	11	40	43	5
H.M.O.:	Employee	18	1	14	68
	Dependents	1	19	11	69
Dental:	Employee	18	6	21	55
	Dependents	2	21	23	55
Vision:	Employee	7	4	9	80
	Dependents	1	11	8	81
Disability:	Short Term	22	7	19	52
	Long Term	12	12	16	60
Accidental Death:	Employee	41	6	20	33
	Dependents	11	19	20	51
Group Life:	Employee	54	5	25	15
	Dependents	8	24	24	44
Pension Plan		9	0	1	89
Profit Sharing		11	1	3	85
401-K Plan		1	3	6	90
Employee Stock Option Plan		1	2	0	97
Education/Career Development					
Tuition Reinbursement		28	0	15	57
Workshops, Seminars etc.		53	3	9	36

Table VI
Revenue Size $250,000 - $500,000 — All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	32,463	2,337	30,000	0
Chief Engineer	15,852	429	15,600	0
Contract Engineer	6,371	9	5,000	0
Program Director	16,378	347	15,600	0
Operations Director	16,900	201	16,650	0
News Director	14,092	228	14,000	0
Sports Director	11,046	89	12,000	0
Business Manager/Controller	15,536	371	15,000	0
Traffic Manager/Supervisor	11,901	87	12,000	0
Community/Public Affairs Director	11,041	77	11,350	0
Promotion/Marketing Director	17,484	579	17,750	0
Research Director	10,750	0	10,750	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	14,514	12,000	11,281
News Announcer	1	13,533	12,000	12,172
News Reporter	1	13,841	13,000	11,116
Farm Reporter	1	16,385	14,800	10,500
News Editor	1	14,860	15,600	13,000
Sports Reporter	1	10,616	10,540	9,371
Technician	1	12,256	13,000	13,191
Continuity Writer/Copywriter	1	11,643	11,000	10,359
Production Person	1	10,612	10,450	10,311
Music Person	1	13,445	13,100	12,371
Traffic/Computer Operator	1	12,015	12,000	10,537
Sales Support Person	2	13,581	12,000	12,416

	---------- Sales Personnel ----------				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	17,993	28,938	23,278	24,000	16,451
Median	17,000	28,000	21,600	24,000	17,000

Table VI
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	16	7	35	69
Salary & Bonus	2	21	8	6	6
Straight Com.	20	9	11	29	0
Draw Against Com.	26	4	6	0	0
Salary & Com.	34	33	38	24	25
Salary, Bonus & Com.	8	14	23	6	0
Straight Com. w/bonus	7	2	6	0	0
Other	2	1	1	0	0

BENEFITS

Paid Sick Days (average) **7**   Accumulate? Yes **17%** No **83%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	3	3	3

Paid Holidays (average) **6**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	41	4	41	14
	Dependents	10	34	36	20
Surgical Benefits:	Employee	39	5	41	15
	Dependents	9	34	36	20
Major Medical:	Employee	40	5	41	14
	Dependents	10	34	37	20
H.M.O.:	Employee	10	3	15	72
	Dependents	3	10	12	74
Dental:	Employee	10	5	12	74
	Dependents	3	11	12	75
Vision:	Employee	5	2	7	87
	Dependents	1	4	7	87
Disability:	Short Term	16	4	17	63
	Long Term	11	6	13	70
Accidental Death:	Employee	31	3	28	39
	Dependents	6	21	21	52
Group Life:	Employee	40	6	29	26
	Dependents	6	23	22	49
Pension Plan		5	2	2	90
Profit Sharing		8	2	2	88
401-K Plan		0	3	2	96
Employee Stock Option Plan		0	2	1	97
Education/Career Development					
Tuition Reimbursement		19	1	9	70
Workshops, Seminars etc.		45	2	9	44

Table VII
Revenue Size Under $250,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	22,911	1,158	21,600	0
Chief Engineer	11,984	336	8,350	0
Contract Engineer	3,985	6	3,000	0
Program Director	13,326	219	12,500	0
Operations Director	12,746	51	12,500	0
News Director	11,723	81	10,900	0
Sports Director	8,683	18	9,000	0
Business Manager/Controller	13,262	289	12,000	0
Traffic Manager/Supervisor	9,877	92	9,600	0
Community/Public Affairs Director	8,340	0	8,320	0
Promotion/Marketing Director	14,033	38	11,720	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	12,085	10,800	10,322
News Announcer	1	14,477	10,900	10,415
News Reporter	1	10,729	12,750	10,070
Farm Reporter	1	13,400	9,600	15,300
News Editor	1	12,857	14,400	9,333
Sports Reporter	1	6,444	4,500	12,200
Technician	2	12,296	10,500	11,755
Continuity Writer/Copywriter	2	9,694	10,200	10,978
Production Person	2	14,643	10,450	12,816
Music Person	1	12,024	10,560	13,647
Traffic/Computer Operator	1	10,009	10,130	8,766
Sales Support Person	2	12,227	10,000	10,853

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	13,974	20,498	19,016	60,000	12,170
Median	12,000	18,000	16,000	60,000	10,500

Table VII (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	6	21	10	25	64
Salary & Bonus	2	17	12	6	0
Straight Com.	21	7	13	31	18
Draw Against Com.	24	5	12	6	0
Salary & Com.	32	34	42	25	0
Salary, Bonus & Com.	8	9	7	0	9
Straight Com. w/bonus	4	4	3	6	0
Other	3	2	2	0	9

BENEFITS

Paid Sick Days (average) 7 **Accumulate? Yes** 17% **No** 83%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	2	2	2

Paid Holidays (average) 6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	27	5	28	40
	Dependents	11	23	22	44
Surgical Benefits:	Employee	27	4	27	42
	Dependents	11	22	22	45
Major Medical:	Employee	28	4	27	42
	Dependents	11	21	23	45
H.M.O.:	Employee	7	2	9	82
	Dependents	3	7	7	83
Dental:	Employee	5	5	7	83
	Dependents	2	8	6	84
Vision:	Employee	3	2	5	89
	Dependents	1	6	4	90
Disability:	Short Term	12	2	10	75
	Long Term	8	5	8	79
Accidental Death:	Employee	19	3	13	66
	Dependents	8	9	10	72
Group Life:	Employee	24	6	17	53
	Dependents	7	16	12	65
Pension Plan		3	1	1	95
Profit Sharing		4	0	2	93
401-K Plan		1	0	2	97
Employee Stock Option Plan		0	0	1	98
Education/Career Development					
Tuition Reimbursement		11	1	7	81
Workshops, Seminars etc.		30	3	8	60

Table VIII
Population Size Over 2.5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	107,837	23,005	110,000	14,000
Chief Engineer	44,814	1,134	43,470	0
Contract Engineer	23,900	77	26,000	0
Program Director	66,641	6,759	60,713	797
Operations Director	65,900	3,958	59,000	0
News Director	44,564	519	43,300	0
Sports Director	45,119	29	42,595	0
Business Manager/Controller	39,791	1,169	37,944	0
Traffic Manager/Supervisor	26,251	256	25,000	0
Community/Public Affairs Director	28,536	141	28,918	0
Promotion/Marketing Director	33,983	779	32,067	0
Research Director	26,838	233	28,520	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	51,467	40,599	45,305
News Announcer	3	38,825	33,000	35,925
News Reporter	4	29,726	26,667	23,882
Farm Reporter	2	48,000	48,000	42,500
News Editor	3	34,986	36,000	29,227
Sports Reporter	2	45,379	34,045	29,125
Technician	3	31,384	27,200	27,673
Continuity Writer/Copywriter	1	21,131	20,000	17,496
Production Person	2	32,073	30,000	27,614
Music Person	1	27,164	26,052	24,872
Traffic/Computer Operator	1	20,990	20,400	19,507
Sales Support Person	2	19,279	18,964	17,187

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	8				
Annual Compensation ($)					
Average	49,996	100,596	78,914	77,560	56,976
Median	50,508	101,123	75,000	75,000	47,500

Table VIII (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	1	2	2	13
Salary & Bonus	1	41	20	30	8
Straight Com.	28	1	5	12	4
Draw Against Com.	40	1	3	7	13
Salary & Com.	11	19	33	19	58
Salary, Bonus & Com.	6	33	36	28	4
Straight Com. w/bonus	12	3	2	2	0
Other	1	1	0	0	0

BENEFITS

Paid Sick Days (average) **9** Accumulate? Yes **29%** No **71%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	4

Paid Holidays (average) **8**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	52	1	42	5
	Dependents	11	20	64	5
Surgical Benefits:	Employee	48	1	44	7
	Dependents	9	18	67	7
Major Medical:	Employee	48	1	46	4
	Dependents	10	17	69	4
H.M.O.:	Employee	14	0	33	53
	Dependents	6	8	32	53
Dental:	Employee	26	3	44	27
	Dependents	6	16	52	27
Vision:	Employee	9	0	13	78
	Dependents	5	6	15	75
Disability:	Short Term	38	1	30	31
	Long Term	35	4	45	17
Accidental Death:	Employee	62	3	26	9
	Dependents	10	13	26	51
Group Life:	Employee	68	1	27	3
	Dependents	10	12	28	49
Pension Plan		43	0	8	48
Profit Sharing		16	0	10	74
401-K Plan		7	2	40	51
Employee Stock Option Plan		6	1	6	86
Education/Career Development					
Tuition Reinbursement		39	0	29	32
Workshops, Seminars etc.		67	0	13	20

Table IX
Population Size 1 Million - 2.5 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	81,818	11,736	83,000	0
Chief Engineer	34,321	569	34,656	0
Contract Engineer	13,717	4	10,313	0
Program Director	41,463	2,289	37,575	0
Operations Director	50,640	5,151	50,000	0
News Director	29,568	297	27,739	0
Sports Director	37,587	667	28,600	0
Business Manager/Controller	28,949	566	27,500	0
Traffic Manager/Supervisor	19,626	60	20,000	0
Community/Public Affairs Director	24,100	95	23,000	0
Promotion/Marketing Director	25,725	418	25,000	0
Research Director	21,221	44	19,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	32,144	26,771	26,490
News Announcer	2	26,159	24,000	18,921
News Reporter	3	21,265	19,200	17,667
Farm Reporter	2	27,279	26,554	N/R
News Editor	2	19,452	18,500	14,976
Sports Reporter	1	27,783	26,802	22,867
Technician	2	25,247	24,417	20,212
Continuity Writer/Copywriter	3	17,551	17,000	15,272
Production Person	1	24,935	25,000	20,200
Music Person	1	23,825	23,500	18,830
Traffic/Computer Operator	1	16,788	17,000	14,875
Sales Support Person	1	17,443	17,000	15,280

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	36,485	71,542	64,041	59,878	26,209
Median	35,000	70,000	58,000	57,150	25,000

Table IX
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	3	3	6	12
Salary & Bonus	1	43	40	34	23
Straight Com.	23	3	7	11	8
Draw Against Com.	46	3	3	2	0
Salary & Com.	16	23	26	26	54
Salary, Bonus & Com.	4	23	19	21	4
Straight Com. w/bonus	8	1	1	0	0
Other	2	0	0	0	0

BENEFITS

Paid Sick Days (average) 8 **Accumulate? Yes 21% No 79%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	3

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	50	1	44	5
	Dependents	8	23	64	5
Surgical Benefits:	Employee	49	1	43	7
	Dependents	8	22	64	6
Major Medical:	Employee	51	1	47	2
	Dependents	8	23	67	2
H.M.O.:	Employee	15	1	28	56
	Dependents	3	9	33	55
Dental:	Employee	28	5	34	33
	Dependents	3	15	49	33
Vision:	Employee	9	2	13	76
	Dependents	0	3	20	77
Disability:	Short Term	35	4	28	33
	Long Term	31	9	30	31
Accidental Death:	Employee	49	6	23	22
	Dependents	8	16	27	49
Group Life:	Employee	52	2	37	9
	Dependents	6	20	34	41
Pension Plan		28	1	5	66
Profit Sharing		15	2	6	77
401-K Plan		7	8	21	63
Employee Stock Option Plan		4	9	6	81
Education/Career Development					
Tuition Reinbursement		22	1	26	51
Workshops, Seminars etc.		58	0	6	36

Table X
Population Size 500,000 - 1,000,000 All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	66,826	11,468	70,000	0
Chief Engineer	27,528	100	28,250	0
Contract Engineer	11,354	0	10,000	0
Program Director	34,110	1,341	32,000	0
Operations Director	35,949	785	34,800	0
News Director	23,521	101	22,150	0
Sports Director	21,028	225	21,000	0
Business Manager/Controller	24,184	208	23,360	0
Traffic Manager/Supervisor	17,086	81	17,000	0
Community/Public Affairs Director	17,042	100	14,500	0
Promotion/Marketing Director	21,282	83	20,000	0
Research Director	19,207	76	16,250	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	23,009	21,714	19,012
News Announcer	2	21,505	20,000	19,035
News Reporter	2	16,609	16,064	14,350
Farm Reporter	1	33,030	33,030	N/R
News Editor	1	18,700	15,600	15,500
Sports Reporter	1	17,613	17,000	15,314
Technician	2	22,275	21,000	20,217
Continuity Writer/Copywriter	1	17,422	17,000	15,575
Production Person	1	22,432	20,000	20,044
Music Person	1	20,889	21,000	18,056
Traffic/Computer Operator	1	15,995	15,177	14,156
Sales Support Person	1	16,180	15,000	14,877

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	33,990	58,277	47,916	50,923	22,792
Median	30,000	60,000	45,500	45,000	19,000

	Sales Personnel				
	Account-Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	3	0	14	50
Salary & Bonus	1	30	25	25	7
Straight Com.	30	3	5	14	7
Draw Against Com.	37	3	6	4	0
Salary & Com.	15	30	34	18	29
Salary, Bonus & Com.	8	26	27	18	7
Straight Com. w/bonus	5	4	3	7	0
Other	1	0	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **24%** No **76%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	3

Paid Holidays (average) **7**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	50	1	39	10
	Dependents	8	37	40	14
Surgical Benefits:	Employee	49	1	39	11
	Dependents	8	38	40	14
Major Medical:	Employee	49	1	44	6
	Dependents	8	38	45	9
H.M.O.:	Employee	14	0	20	65
	Dependents	3	14	17	66
Dental:	Employee	25	12	26	37
	Dependents	2	31	30	38
Vision:	Employee	9	2	11	78
	Dependents	1	8	11	80
Disability:	Short Term	27	7	24	42
	Long Term	18	14	23	44
Accidental Death:	Employee	46	3	26	25
	Dependents	8	22	22	49
Group Life:	Employee	55	1	26	18
	Dependents	8	20	20	52
Pension Plan		19	0	1	80
Profit Sharing		11	0	3	85
401-K Plan		7	3	16	74
Employee Stock Option Plan		3	2	4	92
Education/Career Development					
Tuition Reinbursement		30	1	17	52
Workshops, Seminars etc.		57	1	5	37

Table XI
Population Size 250,000 - 500,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	51,761	6,108	50,000	0
Chief Engineer	22,793	363	24,050	0
Contract Engineer	10,173	14	9,600	0
Program Director	26,143	874	24,800	0
Operations Director	22,802	393	20,400	0
News Director	19,137	234	18,000	0
Sports Director	14,319	515	14,100	0
Business Manager/Controller	20,955	231	19,760	0
Traffic Manager/Supervisor	14,665	208	15,000	0
Community/Public Affairs Director	12,228	28	13,850	0
Promotion/Marketing Director	19,808	411	18,500	0
Research Director	7,333	0	5,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	18,046	16,300	16,161
News Announcer	2	16,570	15,600	13,655
News Reporter	3	16,111	14,850	12,930
Farm Reporter	1	20,494	21,460	20,000
News Editor	1	18,591	16,500	15,333
Sports Reporter	1	15,808	15,600	21,753
Technician	1	17,441	15,800	14,819
Continuity Writer/Copywriter	1	16,047	15,000	12,973
Production Person	1	17,330	16,500	16,195
Music Person	1	19,297	19,000	15,497
Traffic/Computer Operator	1	14,490	14,000	11,803
Sales Support Person	1	14,158	13,750	12,666

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	25,771	45,737	38,433	34,802	29,694
Median	24,000	45,000	35,000	32,500	18,000

Table XI
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	10	5	19	43
Salary & Bonus	1	24	13	10	0
Straight Com.	22	5	2	10	7
Draw Against Com.	37	2	5	5	0
Salary & Com.	19	34	38	38	43
Salary, Bonus & Com.	6	16	27	19	7
Straight Com. w/bonus	9	7	9	0	0
Other	4	1	0	0	0

BENEFITS

Paid Sick Days (average) 7 **Accumulate? Yes** 20% **No** 80%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	2	3	3	3

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	52	4	35	8
	Dependents	13	39	37	10
Surgical Benefits:	Employee	50	4	37	9
	Dependents	13	39	38	10
Major Medical:	Employee	51	4	37	8
	Dependents	14	38	38	10
H.M.O.:	Employee	19	3	12	66
	Dependents	3	20	10	67
Dental:	Employee	28	7	14	51
	Dependents	5	25	19	51
Vision:	Employee	12	4	3	81
	Dependents	2	12	5	81
Disability:	Short Term	27	5	12	56
	Long Term	16	10	17	57
Accidental Death:	Employee	42	5	23	30
	Dependents	9	21	25	46
Group Life:	Employee	47	5	27	21
	Dependents	7	23	21	49
Pension Plan		13	1	2	84
Profit Sharing		10	0	2	88
401-K Plan		0	5	11	84
Employee Stock Option Plan		2	1	4	94
Education/Career Development					
Tuition Reinbursement		21	1	17	62
Workshops, Seminars etc.		49	1	12	37

Table XII
Population Size 100,000 - 250,000 All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	42,905	4,671	37,700	0
Chief Engineer	19,129	329	20,000	0
Contract Engineer	7,644	152	6,000	0
Program Director	20,767	334	20,000	0
Operations Director	21,116	137	20,426	0
News Director	17,147	83	16,700	0
Sports Director	15,034	89	15,600	0
Business Manager/Controller	18,550	235	18,000	0
Traffic Manager/Supervisor	13,779	71	13,520	0
Community/Public Affairs Director	12,782	141	13,365	0
Promotion/Marketing Director	15,403	74	15,000	0
Research Director	14,464	50	14,400	0

	Average Number	Annual Compensation ($)		Average Starting
Support Staff	Fulltime Employees	Average	Median	Compensation ($)
On-Air Personality	5	15,592	14,400	12,259
News Announcer	2	13,991	13,000	12,700
News Reporter	2	13,267	13,704	12,471
Farm Reporter	1	17,623	19,000	14,800
News Editor	1	13,817	13,000	12,167
Sports Reporter	1	12,931	14,500	10,627
Technician	1	15,907	16,800	13,713
Continuity Writer/Copywriter	1	14,006	13,520	13,016
Production Person	1	15,738	16,850	13,505
Music Person	1	14,480	15,000	12,600
Traffic/Computer Operator	1	13,477	13,200	11,384
Sales Support Person	2	13,582	13,100	12,001

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	22,820	40,840	31,601	33,998	18,784
Median	21,000	36,000	30,900	36,500	20,000

Table XII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	14	7	21	71
Salary & Bonus	1	26	24	16	7
Straight Com.	21	3	2	16	0
Draw Against Com.	29	5	8	5	0
Salary & Com.	28	28	37	5	21
Salary, Bonus & Com.	9	19	15	32	0
Straight Com. w/bonus	9	3	5	5	0
Other	2	1	2	0	0

BENEFITS

Paid Sick Days (average) 7 **Accumulate? Yes** 19% **No** 81%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	3	3	3

Paid Holidays (average) 6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	45	4	40	11
	Dependents	11	38	40	11
Surgical Benefits:	Employee	44	3	41	12
	Dependents	11	36	41	12
Major Medical:	Employee	45	3	40	12
	Dependents	12	37	40	12
H.M.O.:	Employee	12	2	14	72
	Dependents	3	12	13	72
Dental:	Employee	16	5	17	62
	Dependents	3	18	19	60
Vision:	Employee	6	2	10	82
	Dependents	1	9	9	81
Disability:	Short Term	17	3	16	64
	Long Term	10	7	18	65
Accidental Death:	Employee	40	3	19	38
	Dependents	7	18	18	56
Group Life:	Employee	47	5	26	22
	Dependents	8	24	19	49
Pension Plan		8	2	4	86
Profit Sharing		8	1	2	88
401-K Plan		2	6	6	86
Employee Stock Option Plan		2	1	1	95
Education/Career Development					
Tuition Reinbursement		18	1	15	65
Workshops, Seminars etc.		44	4	9	43

Table XIII
Population Size 50,000 - 100,000 All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	34,007	3,783	32,000	0
Chief Engineer	16,492	152	17,750	0
Contract Engineer	7,022	3	5,600	0
Program Director	17,708	142	17,555	0
Operations Director	18,284	147	18,000	0
News Director	16,157	107	16,000	0
Sports Director	14,483	161	14,750	0
Business Manager/Controller	17,120	213	17,000	0
Traffic Manager/Supervisor	12,437	94	12,000	0
Community/Public Affairs Director	14,389	75	13,000	0
Promotion/Marketing Director	17,578	183	18,100	0
Research Director	21,220	0	21,220	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	15,378	13,200	13,010
News Announcer	1	14,871	14,000	14,499
News Reporter	2	14,580	12,999	12,005
Farm Reporter	1	16,923	17,000	13,841
News Editor	1	15,033	15,000	13,580
Sports Reporter	1	12,804	13,709	13,842
Technician	1	14,564	14,200	13,951
Continuity Writer/Copywriter	1	12,372	11,967	10,898
Production Person	1	12,914	12,000	11,179
Music Person	1	14,796	14,700	14,121
Traffic/Computer Operator	1	12,790	12,480	11,033
Sales Support Person	2	13,688	10,860	12,227

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	21,008	32,928	28,919	25,128	15,860
Median	18,500	30,000	27,150	26,200	16,000

Table XIII (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	14	4	17	50
Salary & Bonus	2	20	22	0	33
Straight Com.	21	9	13	42	0
Draw Against Com.	27	6	2	0	0
Salary & Com.	26	26	24	25	0
Salary, Bonus & Com.	10	19	22	17	0
Straight Com. w/bonus	7	4	9	0	0
Other	5	2	2	0	17

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	3	3	3

Paid Holidays (average) **6**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	48	3	40	9
	Dependents	11	34	39	16
Surgical Benefits:	Employee	47	4	39	11
	Dependents	11	34	38	17
Major Medical:	Employee	47	4	39	10
	Dependents	11	35	38	16
H.M.O.:	Employee	15	1	8	75
	Dependents	3	10	9	78
Dental:	Employee	14	7	15	64
	Dependents	2	15	16	66
Vision:	Employee	8	4	4	84
	Dependents	3	9	3	85
Disability:	Short Term	26	3	13	58
	Long Term	20	7	9	64
Accidental Death:	Employee	42	2	19	36
	Dependents	10	16	16	57
Group Life:	Employee	51	6	21	22
	Dependents	9	23	19	49
Pension Plan		6	1	1	92
Profit Sharing		12	2	3	83
401-K Plan		1	5	4	90
Employee Stock Option Plan		0	2	0	98
Education/Career Development					
Tuition Reinbursement		20	1	9	69
Workshops, Seminars etc.		47	4	9	40

Table XIV
Population Size 25,000 - 50,000

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	29,893	3,639	29,124	0
Chief Engineer	17,396	621	18,000	0
Contract Engineer	4,949	3	3,500	0
Program Director	14,142	282	14,400	0
Operations Director	18,261	134	17,810	0
News Director	13,801	232	14,000	0
Sports Director	12,363	232	12,850	0
Business Manager/Controller	14,220	639	13,458	0
Traffic Manager/Supervisor	11,559	120	12,000	0
Community/Public Affairs Director	12,732	8	12,740	0
Promotion/Marketing Director	16,487	1,033	14,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	13,980	12,000	11,193
News Announcer	1	12,781	12,000	11,362
News Reporter	1	13,625	14,000	11,469
Farm Reporter	1	15,992	15,600	14,933
News Editor	1	12,217	10,900	10,920
Sports Reporter	1	10,872	11,720	10,467
Technician	1	13,849	13,500	14,034
Continuity Writer/Copywriter	1	11,600	11,000	10,874
Production Person	2	13,474	12,000	12,437
Music Person	1	13,127	13,500	12,925
Traffic/Computer Operator	1	11,386	11,440	9,905
Sales Support Person	2	12,200	11,720	9,603

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	19,135	27,916	22,056	70,000	14,974
Median	17,354	27,000	20,000	70,000	14,263

Table XIV (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	14	6	17	60
Salary & Bonus	2	22	10	0	10
Straight Com.	24	9	10	67	0
Draw Against Com.	22	4	8	0	0
Salary & Com.	29	30	37	0	30
Salary, Bonus & Com.	12	16	25	17	0
Straight Com. w/bonus	9	4	0	0	0
Other	2	1	4	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **18%** No **82%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	3	3	3

Paid Holidays (average) **6**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	31	6	43	20
	Dependents	10	28	36	26
Surgical Benefits:	Employee	30	6	43	21
	Dependents	10	28	37	26
Major Medical:	Employee	31	6	43	21
	Dependents	9	28	37	25
H.M.O.:	Employee	7	3	15	75
	Dependents	1	8	11	79
Dental:	Employee	6	5	16	73
	Dependents	2	9	13	76
Vision:	Employee	3	3	9	85
	Dependents	1	7	6	86
Disability:	Short Term	11	5	21	63
	Long Term	9	7	13	71
Accidental Death:	Employee	23	7	25	46
	Dependents	6	13	20	60
Group Life:	Employee	36	7	27	29
	Dependents	5	20	20	55
Pension Plan		3	1	1	95
Profit Sharing		9	1	3	88
401-K Plan		2	1	2	95
Employee Stock Option Plan		0	1	0	99
Education/Career Development					
Tuition Reinbursement		20	1	9	70
Workshops, Seminars etc.		42	2	9	47

Table XV
Population Size Under 25,000 All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	25,087	1,599	24,000	0
Chief Engineer	11,992	151	12,000	0
Contract Engineer	4,671	9	3,600	0
Program Director	13,981	192	13,200	0
Operations Director	14,400	113	14,000	0
News Director	13,084	211	12,000	0
Sports Director	11,319	19	10,650	0
Business Manager/Controller	14,374	246	12,675	0
Traffic Manager/Supervisor	10,261	29	10,200	0
Community/Public Affairs Director	9,014	0	10,800	0
Promotion/Marketing Director	17,212	60	16,400	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	11,456	11,000	10,392
News Announcer	1	11,957	11,720	10,021
News Reporter	1	13,226	12,250	10,355
Farm Reporter	1	15,829	15,000	9,500
News Editor	1	15,000	15,000	N/R
Sports Reporter	1	10,579	9,740	7,800
Technician	1	12,427	12,980	11,267
Continuity Writer/Copywriter	2	11,522	10,950	9,800
Production Person	2	10,531	9,125	9,360
Music Person	1	11,323	10,920	11,150
Traffic/Computer Operator	1	10,868	10,800	9,588
Sales Support Person	2	11,486	11,000	10,363

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	15,520	23,694	19,481	N/R	15,000
Median	14,533	22,159	18,500	N/R	17,000

Table XV (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	7	15	8	27	67
Salary & Bonus	2	18	14	0	0
Straight Com.	27	13	16	27	0
Draw Against Com.	23	4	5	9	0
Salary & Com.	28	32	51	27	11
Salary, Bonus & Com.	6	13	0	0	22
Straight Com. w/bonus	4	4	5	9	0
Other	1	2	0	0	0

BENEFITS

Paid Sick Days (average) 6 **Accumulate? Yes 14% No 86%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	2	2	3

Paid Holidays (average) 6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	32	2	31	35
	Dependents	8	28	26	37
Surgical Benefits:	Employee	32	2	30	37
	Dependents	8	28	26	38
Major Medical:	Employee	32	2	32	35
	Dependents	9	28	27	36
H.M.O.:	Employee	7	0	8	86
	Dependents	3	7	6	84
Dental:	Employee	4	2	8	86
	Dependents	1	7	7	86
Vision:	Employee	2	1	6	91
	Dependents	0	2	6	92
Disability:	Short Term	16	2	11	71
	Long Term	11	6	11	72
Accidental Death:	Employee	20	1	19	60
	Dependents	5	16	11	68
Group Life:	Employee	30	2	21	46
	Dependents	6	15	15	64
Pension Plan		4	0	1	94
Profit Sharing		9	1	1	89
401-K Plan		1	1	2	97
Employee Stock Option Plan		1	0	0	99
Education/Career Development					
Tuition Reinbursement		19	1	13	68
Workshops, Seminars etc.		42	1	8	49

Table XVI

Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	40,305	4,202	30,000	0
Chief Engineer	24,564	307	20,450	0
Contract Engineer	7,030	15	5,000	0
Program Director	21,099	531	16,000	0
Operations Director	24,779	771	18,100	0
News Director	20,671	130	15,600	0
Sports Director	19,401	458	14,950	0
Business Manager/Controller	22,335	239	18,000	0
Traffic Manager/Supervisor	14,309	27	12,480	0
Community/Public Affairs Director	18,759	58	16,421	0
Promotion/Marketing Director	26,383	490	23,500	0
Research Director	34,639	117	35,418	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	20,487	12,500	14,804
News Announcer	3	22,008	14,150	17,051
News Reporter	4	21,744	15,000	17,418
Farm Reporter	1	26,202	27,054	19,000
News Editor	2	24,814	20,598	21,740
Sports Reporter	1	29,673	16,000	19,406
Technician	3	25,318	20,000	25,230
Continuity Writer/Copywriter	1	14,564	12,960	12,116
Production Person	2	20,488	14,400	15,064
Music Person	1	17,274	15,600	11,750
Traffic/Computer Operator	1	15,137	14,628	13,137
Sales Support Person	2	14,599	14,040	13,082

	Sales Personnel: Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	22,042	39,306	40,308	59,645	29,644
Median	18,000	28,000	30,000	60,000	17,500

Table XVI (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	17	11	19	60
Salary & Bonus	2	24	15	27	7
Straight Com.	18	6	3	8	7
Draw Against Com.	35	6	8	4	7
Salary & Com.	30	31	37	27	20
Salary, Bonus & Com.	6	12	23	15	0
Straight Com. w/bonus	4	2	2	0	0
Other	2	2	2	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	3	3	3

Paid Holidays (average) **7**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	34	3	42	20
	Dependents	11	29	40	20
Surgical Benefits:	Employee	33	4	42	21
	Dependents	10	29	40	21
Major Medical:	Employee	36	3	41	21
	Dependents	11	30	39	20
H.M.O.:	Employee	13	3	20	65
	Dependents	4	13	18	65
Dental:	Employee	15	5	17	64
	Dependents	5	15	17	64
Vision:	Employee	6	2	12	80
	Dependents	2	8	11	79
Disability:	Short Term	22	2	19	57
	Long Term	14	6	20	61
Accidental Death:	Employee	30	4	24	42
	Dependents	7	16	19	58
Group Life:	Employee	36	4	29	31
	Dependents	6	18	24	52
Pension Plan		12	1	5	82
Profit Sharing		6	0	8	86
401-K Plan		1	1	10	88
Employee Stock Option Plan		1	1	4	94
Education/Career Development					
Tuition Reinbursement		21	0	11	68
Workshops, Seminars etc.		44	1	10	45

Table XVII
Population Size Over 1 Million

Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	75,768	12,423	60,000	1,000
Chief Engineer	42,455	604	40,170	0
Contract Engineer	12,110	0	7,800	0
Program Director	39,129	2,130	32,500	0
Operations Director	48,070	3,277	36,150	0
News Director	44,553	202	40,650	0
Sports Director	33,243	1,286	32,000	0
Business Manager/Controller	33,655	490	26,400	0
Traffic Manager/Supervisor	21,799	11	18,600	0
Community/Public Affairs Director	29,121	0	34,000	0
Promotion/Marketing Director	32,844	818	36,000	0
Research Director	34,639	117	35,418	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	48,040	25,000	26,808
News Announcer	4	38,711	31,500	25,282
News Reporter	6	34,411	31,120	27,248
Farm Reporter	1	38,372	34,008	40,000
News Editor	3	35,327	36,000	30,612
Sports Reporter	2	55,971	41,860	27,476
Technician	5	33,860	35,700	32,576
Continuity Writer/Copywriter	2	18,782	17,000	15,625
Production Person	3	28,227	25,220	19,743
Music Person	1	19,041	17,400	15,000
Traffic/Computer Operator	1	19,857	19,700	18,366
Sales Support Person	2	18,829	18,399	16,560

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	35,813	75,948	72,396	67,305	49,677
Median	39,651	79,000	73,000	64,675	40,000

Table XVII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	6	7	17
Salary & Bonus	0	36	24	43	17
Straight Com.	12	0	0	0	17
Draw Against Com.	39	9	6	7	17
Salary & Com.	27	21	24	21	33
Salary, Bonus & Com.	10	24	41	21	0
Straight Com. w/bonus	10	3	0	0	0
Other	2	0	0	0	0

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **25%** No **75%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	3

Paid Holidays (average) **8**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	34	2	60	4
	Dependents	9	20	67	4
Surgical Benefits:	Employee	33	2	57	9
	Dependents	11	16	66	7
Major Medical:	Employee	38	2	56	4
	Dependents	12	19	65	5
H.M.O.:	Employee	21	3	44	32
	Dependents	6	16	48	29
Dental:	Employee	28	7	39	26
	Dependents	14	20	41	25
Vision:	Employee	10	3	25	63
	Dependents	5	8	28	59
Disability:	Short Term	34	0	34	32
	Long Term	29	3	40	29
Accidental Death:	Employee	40	7	26	28
	Dependents	8	11	26	55
Group Life:	Employee	40	2	44	13
	Dependents	5	8	41	46
Pension Plan		23	0	16	60
Profit Sharing		0	0	17	83
401-K Plan		2	2	33	63
Employee Stock Option Plan		5	3	10	83
Education/Career Development					
Tuition Reinbursement		33	0	21	45
Workshops, Seminars etc.		55	0	10	36

Table XVIII
Population Size 250,000 - 1,000,000 Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	41,637	2,388	36,000	0
Chief Engineer	24,553	133	25,500	0
Contract Engineer	11,818	50	9,700	0
Program Director	21,745	283	19,200	0
Operations Director	21,042	0	16,000	0
News Director	19,124	179	16,799	0
Sports Director	12,892	0	15,600	0
Business Manager/Controller	21,676	178	16,800	0
Traffic Manager/Supervisor	13,901	25	13,250	0
Community/Public Affairs Director	16,695	150	12,000	0
Promotion/Marketing Director	19,085	0	20,943	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	17,316	13,667	12,566
News Announcer	3	18,361	15,800	13,660
News Reporter	5	12,783	14,495	12,000
Farm Reporter	1	36,000	36,000	N/R
News Editor	1	20,300	20,300	N/R
Sports Reporter	1	16,600	16,000	13,800
Technician	2	15,974	16,983	15,238
Continuity Writer/Copywriter	1	15,455	14,300	12,300
Production Person	1	18,580	13,950	13,543
Music Person	1	18,100	20,000	N/R
Traffic/Computer Operator	1	14,683	15,250	10,643
Sales Support Person	1	14,009	13,875	10,700

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	19,816	36,712	39,396	42,500	16,415
Median	18,000	30,000	36,000	42,500	17,000

Table XVIII (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	4	18	8	0	67
Salary & Bonus	2	13	25	20	0
Straight Com.	24	8	0	20	0
Draw Against Com.	42	3	8	0	0
Salary & Com.	22	37	42	60	33
Salary, Bonus & Com.	2	16	17	0	0
Straight Com. w/bonus	4	5	0	0	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) 7 **Accumulate? Yes 21% No 79%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	2	3	3	3

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	50	4	27	19
	Dependents	15	28	37	20
Surgical Benefits:	Employee	50	4	28	17
	Dependents	14	30	39	18
Major Medical:	Employee	51	4	30	15
	Dependents	16	29	40	16
H.M.O.:	Employee	18	5	13	63
	Dependents	9	6	17	69
Dental:	Employee	26	12	9	53
	Dependents	5	22	15	59
Vision:	Employee	13	3	8	76
	Dependents	3	8	11	78
Disability:	Short Term	24	7	12	56
	Long Term	11	11	16	63
Accidental Death:	Employee	28	5	25	43
	Dependents	8	23	18	53
Group Life:	Employee	32	5	27	37
	Dependents	8	13	21	58
Pension Plan		19	0	3	78
Profit Sharing		8	0	8	83
401-K Plan		0	3	11	86
Employee Stock Option Plan		0	0	8	92
Education/Career Development					
Tuition Reinbursement		21	0	8	71
Workshops, Seminars etc.		35	3	8	54

Table XIX
Population Size 50,000 - 250,000 Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	32,673	2,182	30,000	0
Chief Engineer	13,025	241	14,500	0
Contract Engineer	5,023	7	5,000	0
Program Director	17,256	106	16,000	0
Operations Director	16,232	0	18,000	0
News Director	15,977	49	15,860	0
Sports Director	12,181	0	12,500	0
Business Manager/Controller	15,537	178	16,848	0
Traffic Manager/Supervisor	11,765	49	12,000	0
Community/Public Affairs Director	12,866	56	12,500	0
Promotion/Marketing Director	12,959	43	15,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	16,380	14,000	13,798
News Announcer	2	14,043	12,000	15,755
News Reporter	2	15,862	14,500	12,117
Farm Reporter	1	16,667	17,000	14,500
News Editor	1	10,000	10,000	9,000
Sports Reporter	1	11,702	12,000	18,300
Technician	1	14,008	16,250	15,950
Continuity Writer/Copywriter	1	12,322	12,085	12,643
Production Person	2	11,972	11,750	9,507
Music Person	1	12,500	12,500	11,000
Traffic/Computer Operator	1	13,706	12,480	11,338
Sales Support Person	2	9,586	10,400	11,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	20,456	32,816	29,500	27,000	15,818
Median	18,000	27,500	24,500	27,000	14,350

Table XIX (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	5	20	19	40	100
Salary & Bonus	0	23	0	0	0
Straight Com.	21	6	13	20	0
Draw Against Com.	30	6	13	0	0
Salary & Com.	29	31	19	20	0
Salary, Bonus & Com.	7	9	31	20	0
Straight Com. w/bonus	2	0	6	0	0
Other	5	6	0	0	0

BENEFITS

Paid Sick Days (average) 6 **Accumulate? Yes** 21% **No** 79%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	2	3	3

Paid Holidays (average) 6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	36	7	47	10
	Dependents	12	41	36	10
Surgical Benefits:	Employee	33	7	49	11
	Dependents	11	42	36	11
Major Medical:	Employee	35	5	46	14
	Dependents	11	41	34	14
H.M.O.:	Employee	12	5	20	63
	Dependents	3	18	15	64
Dental:	Employee	9	2	13	76
	Dependents	0	16	9	75
Vision:	Employee	5	2	7	86
	Dependents	2	10	2	86
Disability:	Short Term	28	0	13	60
	Long Term	14	5	14	67
Accidental Death:	Employee	45	0	21	34
	Dependents	13	22	13	51
Group Life:	Employee	44	6	26	24
	Dependents	9	26	21	45
Pension Plan		7	2	2	88
Profit Sharing		10	0	5	86
401-K Plan		0	0	3	98
Employee Stock Option Plan		0	0	3	98
Education/Career Development					
Tuition Reinbursement		20	0	7	73
Workshops, Seminars etc.		49	0	13	38

Table XX
Population Size Under 50,000 — Fulltime AM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	23,208	1,820	23,700	0
Chief Engineer	13,920	173	16,500	0
Contract Engineer	3,268	9	2,670	0
Program Director	12,130	70	12,500	0
Operations Director	16,220	68	18,200	0
News Director	12,642	130	12,000	0
Sports Director	10,951	33	10,400	0
Business Manager/Controller	15,021	26	13,500	0
Traffic Manager/Supervisor	9,874	23	9,900	0
Community/Public Affairs Director	10,755	0	11,360	0
Promotion/Marketing Director	27,000	0	27,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	11,147	10,500	10,243
News Announcer	1	11,371	10,000	9,566
News Reporter	1	14,113	13,000	10,200
Farm Reporter	1	8,500	8,500	7,000
News Editor	1	13,167	11,000	11,200
Sports Reporter	1	8,962	9,800	10,800
Technician	2	22,915	19,345	10,300
Continuity Writer/Copywriter	1	10,813	10,400	8,704
Production Person	2	11,157	12,000	8,600
Music Person	1	N/R	N/R	10,000
Traffic/Computer Operator	1	10,528	10,400	9,037
Sales Support Person	2	10,180	10,000	9,730

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	15,980	20,026	21,431	N/R	20,250
Median	14,000	21,700	21,000	N/R	20,250

Table XX
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	20	12	100	100
Salary & Bonus	6	24	12	0	0
Straight Com.	13	10	0	0	0
Draw Against Com.	30	8	6	0	0
Salary & Com.	40	33	65	0	0
Salary, Bonus & Com.	6	4	0	0	0
Straight Com. w/bonus	1	0	0	0	0
Other	1	2	6	0	0

BENEFITS

Paid Sick Days (average) 7 **Accumulate? Yes 18% No 82%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	2	2	3

Paid Holidays (average) 6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	24	1	36	39
	Dependents	9	26	26	40
Surgical Benefits:	Employee	23	1	36	40
	Dependents	7	26	26	40
Major Medical:	Employee	25	1	35	39
	Dependents	7	28	26	38
H.M.O.:	Employee	6	0	11	83
	Dependents	2	11	5	82
Dental:	Employee	3	1	9	87
	Dependents	2	5	6	88
Vision:	Employee	1	0	10	88
	Dependents	0	6	5	89
Disability:	Short Term	9	0	20	70
	Long Term	7	5	14	74
Accidental Death:	Employee	15	3	24	58
	Dependents	2	10	18	70
Group Life:	Employee	28	3	24	45
	Dependents	3	20	18	58
Pension Plan		4	0	0	96
Profit Sharing		6	0	3	91
401-K Plan		0	0	0	100
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
Tuition Reinbursement		15	0	8	77
Workshops, Seminars etc.		39	2	8	52

Table XXI

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	59,949	8,338	49,500	0
Chief Engineer	28,438	638	28,425	0
Contract Engineer	8,609	10	6,000	0
Program Director	35,439	2,264	27,494	0
Operations Director	31,517	2,433	23,400	0
News Director	22,144	307	18,500	0
Sports Director	14,332	671	12,000	0
Business Manager/Controller	24,076	617	22,000	0
Traffic Manager/Supervisor	16,387	121	15,600	0
Community/Public Affairs Director	19,776	106	16,600	0
Promotion/Marketing Director	25,013	421	23,700	0
Research Director	23,427	22	25,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	22,995	18,000	20,842
News Announcer	1	21,746	18,225	19,092
News Reporter	2	17,782	15,000	14,649
Farm Reporter	1	13,033	13,650	16,200
News Editor	1	20,161	16,700	17,061
Sports Reporter	1	15,447	15,000	11,100
Technician	1	23,914	20,640	23,943
Continuity Writer/Copywriter	1	16,462	15,720	14,650
Production Person	1	25,870	23,750	22,227
Music Person	1	22,887	23,000	20,254
Traffic/Computer Operator	1	15,331	14,530	14,060
Sales Support Person	2	17,110	16,150	15,816

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	31,334	57,381	57,050	63,612	30,036
Median	27,000	49,000	54,600	56,750	24,000

Table XXI
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	8	3	8	20
Salary & Bonus	1	32	21	15	17
Straight Com.	27	6	6	17	9
Draw Against Com.	34	2	7	8	6
Salary & Com.	17	26	29	23	40
Salary, Bonus & Com.	8	22	28	23	6
Straight Com. w/bonus	8	3	5	6	0
Other	3	1	1	0	3

BENEFITS

Paid Sick Days (average) 7 **Accumulate? Yes** 23% **No** 77%

Paid Vacation	Years of Service						
	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	3

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	45	3	37	15
	Dependents	10	32	39	19
Surgical Benefits:	Employee	43	4	37	16
	Dependents	10	30	40	20
Major Medical:	Employee	44	4	40	13
	Dependents	10	31	42	18
H.M.O.:	Employee	13	0	20	67
	Dependents	3	11	18	69
Dental:	Employee	17	8	23	52
	Dependents	2	18	27	52
Vision:	Employee	6	3	9	82
	Dependents	2	5	10	83
Disability:	Short Term	26	3	17	53
	Long Term	20	7	20	54
Accidental Death:	Employee	42	3	20	34
	Dependents	10	15	18	56
Group Life:	Employee	50	3	24	23
	Dependents	8	19	19	54
Pension Plan		15	1	3	80
Profit Sharing		10	2	4	85
401-K Plan		3	5	11	80
Employee Stock Option Plan		5	5	2	89
Education/Career Development					
Tuition Reinbursement		22	2	20	56
Workshops, Seminars etc.		51	2	10	38

Table XXII
Population Size Over 1 Million — FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	98,856	17,679	95,000	5,500
Chief Engineer	37,856	1,413	39,000	0
Contract Engineer	20,080	64	19,126	0
Program Director	60,240	5,437	52,500	0
Operations Director	55,131	7,015	55,000	0
News Director	33,811	460	30,000	0
Sports Director	32,235	0	30,955	0
Business Manager/Controller	32,182	1,209	31,000	0
Traffic Manager/Supervisor	22,925	166	22,000	0
Community/Public Affairs Director	28,885	125	29,418	0
Promotion/Marketing Director	29,340	529	27,000	0
Research Director	25,792	17	28,350	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	37,469	31,071	38,780
News Announcer	1	31,126	27,500	28,591
News Reporter	2	19,385	18,250	16,000
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	24,101	26,603	17,841
Sports Reporter	1	22,139	26,000	N/R
Technician	2	30,688	26,000	26,437
Continuity Writer/Copywriter	1	21,642	20,000	17,591
Production Person	1	29,684	28,323	24,037
Music Person	1	26,823	25,084	22,583
Traffic/Computer Operator	1	18,866	18,500	17,023
Sales Support Person	2	18,659	18,000	16,523

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	45,914	90,436	72,559	71,997	36,393
Median	40,000	85,000	72,494	68,665	30,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	1	2	0	10
Salary & Bonus	1	41	24	19	19
Straight Com.	29	4	6	16	10
Draw Against Com.	47	1	4	10	10
Salary & Com.	8	25	35	29	48
Salary, Bonus & Com.	2	25	27	23	5
Straight Com. w/bonus	13	3	2	3	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) **8** **Accumulate? Yes** **26%** **No** **74%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	4

Paid Holidays (average) **8**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	57	1	36	7
	Dependents	11	21	61	7
Surgical Benefits:	Employee	57	1	34	8
	Dependents	11	21	60	8
Major Medical:	Employee	54	1	42	2
	Dependents	11	20	66	2
H.M.O.:	Employee	13	0	34	54
	Dependents	6	5	35	53
Dental:	Employee	26	4	40	29
	Dependents	2	16	52	30
Vision:	Employee	9	1	16	74
	Dependents	1	4	21	74
Disability:	Short Term	38	4	29	29
	Long Term	31	7	39	23
Accidental Death:	Employee	55	3	27	15
	Dependents	11	13	28	49
Group Life:	Employee	60	1	35	4
	Dependents	6	16	31	47
Pension Plan		36	1	6	57
Profit Sharing		16	3	9	72
401-K Plan		5	7	27	61
Employee Stock Option Plan		8	8	3	82
Education/Career Development					
Tuition Reinbursement		29	1	29	42
Workshops, Seminars etc.		62	0	9	30

Table XXIII
Population Size 250,000 - 1,000,000 FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	64,976	7,910	61,500	0
Chief Engineer	25,806	51	26,000	0
Contract Engineer	9,717	0	9,600	0
Program Director	32,980	1,334	31,000	0
Operations Director	26,423	1,075	24,200	0
News Director	21,041	200	20,400	0
Sports Director	10,828	1,484	11,200	0
Business Manager/Controller	22,262	199	20,800	0
Traffic Manager/Supervisor	16,025	120	15,500	0
Community/Public Affairs Director	11,547	56	13,200	0
Promotion/Marketing Director	22,056	323	20,050	0
Research Director	20,060	0	19,750	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	5	21,192	20,000	16,670
News Announcer	1	19,981	19,200	17,320
News Reporter	1	22,625	20,550	14,693
Farm Reporter	1	9,667	6,500	15,000
News Editor	1	15,500	15,500	15,500
Sports Reporter	1	17,163	15,000	14,000
Technician	1	24,261	24,000	28,571
Continuity Writer/Copywriter	1	16,882	15,600	15,199
Production Person	1	22,360	19,000	21,207
Music Person	1	20,718	21,000	19,800
Traffic/Computer Operator	1	15,648	14,560	14,280
Sales Support Person	1	15,206	14,150	15,429

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	30,680	56,492	49,765	49,865	23,946
Median	30,000	51,000	50,000	45,000	21,782

Table XXIII (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	4	0	21	29
Salary & Bonus	0	32	19	14	0
Straight Com.	27	4	6	7	14
Draw Against Com.	37	4	13	0	0
Salary & Com.	13	26	23	14	43
Salary, Bonus & Com.	8	26	32	36	14
Straight Com. w/bonus	6	5	6	7	0
Other	5	0	0	0	0

BENEFITS

Paid Sick Days (average) 7 **Accumulate? Yes 26% No 74%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	3

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	50	3	42	6
	Dependents	9	53	28	10
Surgical Benefits:	Employee	45	3	45	7
	Dependents	9	51	29	10
Major Medical:	Employee	47	3	48	3
	Dependents	9	51	31	8
H.M.O.:	Employee	20	0	17	63
	Dependents	3	23	9	65
Dental:	Employee	21	13	19	47
	Dependents	2	33	19	47
Vision:	Employee	7	4	7	82
	Dependents	1	9	4	85
Disability:	Short Term	28	3	17	52
	Long Term	16	9	18	57
Accidental Death:	Employee	49	2	22	27
	Dependents	13	20	19	47
Group Life:	Employee	56	2	26	16
	Dependents	8	24	18	49
Pension Plan		10	0	1	88
Profit Sharing		10	0	3	87
401-K Plan		2	5	9	84
Employee Stock Option Plan		4	4	3	90
Education/Career Development					
Tuition Reinbursement		22	2	23	53
Workshops, Seminars etc.		53	1	13	34

Table XXIV
Population Size 50,000 - 250,000

FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	35,943	3,558	30,930	0
Chief Engineer	15,789	161	17,500	0
Contract Engineer	4,934	0	4,403	0
Program Director	19,627	466	19,050	0
Operations Director	19,144	164	19,750	0
News Director	14,553	173	15,000	0
Sports Director	9,041	375	8,900	0
Business Manager/Controller	16,613	139	16,000	0
Traffic Manager/Supervisor	12,731	143	12,000	0
Community/Public Affairs Director	12,243	171	12,000	0
Promotion/Marketing Director	14,673	192	15,000	0
Research Director	22,700	100	22,700	1

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	16,056	14,133	13,001
News Announcer	1	13,882	13,000	12,836
News Reporter	1	13,100	13,250	15,500
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	13,000	13,000	N/R
Sports Reporter	1	6,467	2,400	2,400
Technician	1	12,057	14,000	14,467
Continuity Writer/Copywriter	1	12,047	11,400	11,789
Production Person	1	16,100	16,900	15,133
Music Person	1	13,800	13,500	12,333
Traffic/Computer Operator	1	12,840	12,150	11,693
Sales Support Person	2	16,340	13,200	12,333

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	22,482	34,968	29,107	28,700	18,139
Median	19,900	30,900	29,994	28,700	17,017

Table XXIV
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	17	12	20	25
Salary & Bonus	3	25	18	0	25
Straight Com.	19	7	12	40	0
Draw Against Com.	29	3	12	20	0
Salary & Com.	29	25	24	0	25
Salary, Bonus & Com.	13	19	12	0	0
Straight Com. w/bonus	5	2	12	20	0
Other	3	2	0	0	25

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	3	3	3

Paid Holidays (average) **6**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	46	4	37	14
	Dependents	9	29	39	22
Surgical Benefits:	Employee	43	5	36	16
	Dependents	10	25	41	25
Major Medical:	Employee	44	5	36	14
	Dependents	10	27	40	23
H.M.O.:	Employee	12	0	12	75
	Dependents	2	4	15	80
Dental:	Employee	10	8	19	63
	Dependents	3	10	20	67
Vision:	Employee	2	5	7	87
	Dependents	2	3	7	88
Disability:	Short Term	17	3	10	70
	Long Term	12	5	7	75
Accidental Death:	Employee	38	3	15	44
	Dependents	8	14	14	64
Group Life:	Employee	48	6	21	25
	Dependents	10	22	17	51
Pension Plan		5	2	5	88
Profit Sharing		5	2	2	91
401-K Plan		0	5	3	92
Employee Stock Option Plan		3	3	0	93
Education/Career Development					
Tuition Reinbursement		17	2	15	67
Workshops, Seminars etc.		45	3	10	42

Table XXV
Population Size Under 50,000 FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	25,400	1,506	24,000	0
Chief Engineer	15,370	0	17,000	0
Contract Engineer	3,746	0	2,550	0
Program Director	13,790	375	14,650	0
Operations Director	16,891	217	16,500	0
News Director	13,209	443	12,500	0
Sports Director	9,723	0	10,000	0
Business Manager/Controller	13,155	830	12,000	0
Traffic Manager/Supervisor	9,694	15	10,100	0
Community/Public Affairs Director	13,467	0	13,000	0
Promotion/Marketing Director	14,188	375	15,625	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Median	Average Starting Compensation ($)
On-Air Personality	3	13,068	12,000	10,839
News Announcer	1	13,811	14,000	12,163
News Reporter	1	14,320	13,200	11,667
Farm Reporter	2	16,400	16,800	16,800
News Editor	N/R	N/R	N/R	N/R
Sports Reporter	N/R	N/R	N/R	N/R
Technician	2	13,735	14,400	15,133
Continuity Writer/Copywriter	2	10,644	10,200	12,300
Production Person	1	15,300	13,000	11,850
Music Person	1	13,086	12,497	12,305
Traffic/Computer Operator	1	11,241	10,800	9,845
Sales Support Person	1	11,800	12,000	10,400

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	19,173	22,051	25,667	N/R	13,000
Median	14,533	22,000	14,500	N/R	13,750

Table XXV (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	5	14	0	0	67
Salary & Bonus	2	22	22	0	33
Straight Com.	33	11	0	50	0
Draw Against Com.	16	0	0	0	0
Salary & Com.	19	30	22	50	0
Salary, Bonus & Com.	11	16	44	0	0
Straight Com. w/bonus	11	3	0	0	0
Other	4	5	11	0	0

BENEFITS

Paid Sick Days (average) 7 **Accumulate? Yes** 16% **No** 84%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	3	3	3

Paid Holidays (average) 6

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	23	6	30	41
	Dependents	8	20	25	48
Surgical Benefits:	Employee	23	6	27	44
	Dependents	9	17	24	50
Major Medical:	Employee	23	6	28	43
	Dependents	8	18	26	48
H.M.O.:	Employee	2	2	10	87
	Dependents	0	8	4	88
Dental:	Employee	7	4	5	84
	Dependents	2	6	8	85
Vision:	Employee	4	2	5	89
	Dependents	2	2	6	90
Disability:	Short Term	18	4	9	70
	Long Term	14	4	6	76
Accidental Death:	Employee	18	4	14	64
	Dependents	6	12	6	76
Group Life:	Employee	29	5	13	54
	Dependents	8	15	4	74
Pension Plan		2	2	0	96
Profit Sharing		5	4	0	91
401-K Plan		6	4	0	91
Employee Stock Option Plan		2	2	0	96
Education/Career Development					
Tuition Reinbursement		20	4	7	69
Workshops, Seminars etc.		37	4	6	53

Table XXVI AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	51,962	8,125	44,800	0
Chief Engineer	25,159	337	24,037	0
Contract Engineer	9,461	56	6,000	0
Program Director	25,873	1,018	20,800	0
Operations Director	31,522	1,074	24,000	0
News Director	19,879	185	17,940	0
Sports Director	19,785	114	16,500	0
Business Manager/Controller	22,623	371	20,000	0
Traffic Manager/Supervisor	15,409	130	14,400	0
Community/Public Affairs Director	18,503	87	17,000	0
Promotion/Marketing Director	22,777	334	21,000	0
Research Director	16,665	176	15,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	19,879	15,000	16,546
News Announcer	2	18,532	15,666	16,195
News Reporter	2	15,952	14,550	13,277
Farm Reporter	1	19,111	18,200	16,393
News Editor	1	18,542	15,475	15,383
Sports Reporter	1	18,405	16,000	17,578
Technician	2	20,354	20,027	17,435
Continuity Writer/Copywriter	2	15,331	14,910	13,474
Production Person	1	20,958	19,870	18,954
Music Person	1	19,264	17,786	17,403
Traffic/Computer Operator	1	14,215	13,700	12,375
Sales Support Person	2	15,900	15,600	14,241

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	26,747	49,361	43,047	55,999	26,931
Median	23,000	42,500	38,250	53,084	20,500

Table XXVI (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	8	2	12	42
Salary & Bonus	1	28	25	25	9
Straight Com.	26	6	8	18	2
Draw Against Com.	31	3	3	3	0
Salary & Com.	22	28	36	18	42
Salary, Bonus & Com.	8	21	20	22	6
Straight Com. w/bonus	9	4	5	1	0
Other	2	1	1	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **20%** No **80%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	2	3	3	3

Paid Holidays (average) **7**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	47	2	41	9
	Dependents	10	33	46	11
Surgical Benefits:	Employee	46	2	42	10
	Dependents	10	32	47	11
Major Medical:	Employee	47	2	43	8
	Dependents	10	33	47	10
H.M.O.:	Employee	14	1	14	71
	Dependents	3	11	14	72
Dental:	Employee	20	5	22	53
	Dependents	3	17	27	53
Vision:	Employee	8	2	7	82
	Dependents	1	8	8	83
Disability:	Short Term	24	5	20	50
	Long Term	20	10	20	50
Accidental Death:	Employee	41	4	24	31
	Dependents	7	19	23	52
Group Life:	Employee	51	4	27	17
	Dependents	7	21	23	48
Pension Plan		14	1	2	83
Profit Sharing		14	1	2	83
401-K Plan		4	4	12	80
Employee Stock Option Plan		1	1	2	95
Education/Career Development					
Tuition Reinbursement		25	0	17	58
Workshops, Seminars etc.		54	2	9	36

Table XXVII
Population Size Over 1 Million AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	96,899	17,334	100,000	10,000
Chief Engineer	38,908	420	36,125	0
Contract Engineer	17,541	0	14,200	0
Program Director	49,177	3,617	50,000	0
Operations Director	59,515	3,860	50,000	0
News Director	33,688	370	30,000	0
Sports Director	46,793	21	40,180	0
Business Manager/Controller	34,244	591	33,085	0
Traffic Manager/Supervisor	22,260	162	21,600	0
Community/Public Affairs Director	24,689	135	23,880	0
Promotion/Marketing Director	27,689	521	27,000	0
Research Director	19,079	250	17,820	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	8	38,848	31,000	31,977
News Announcer	3	27,847	24,850	23,301
News Reporter	2	22,182	20,000	17,938
Farm Reporter	2	30,000	23,000	45,000
News Editor	2	24,540	22,000	18,146
Sports Reporter	1	28,856	27,050	24,754
Technician	2	25,445	24,633	20,943
Continuity Writer/Copywriter	3	18,124	17,814	15,837
Production Person	1	26,190	26,372	23,325
Music Person	1	24,515	25,232	21,331
Traffic/Computer Operator	2	17,732	18,000	16,130
Sales Support Person	2	17,708	17,564	15,883

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	8				
Annual Compensation ($)					
Average	40,955	81,998	71,642	67,603	37,383
Median	39,387	75,000	65,000	65,000	28,172

Table XXVII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	1	2	7	13
Salary & Bonus	1	47	39	38	13
Straight Com.	26	2	8	11	0
Draw Against Com.	45	1	2	0	0
Salary & Com.	13	18	25	18	70
Salary, Bonus & Com.	4	29	22	27	4
Straight Com. w/bonus	8	0	2	0	0
Other	3	1	0	0	0

BENEFITS

Paid Sick Days (average) 8 **Accumulate? Yes** 21% **No** 79%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	4

Paid Holidays (average) 8

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	54	0	44	2
	Dependents	6	24	68	2
Surgical Benefits:	Employee	51	0	46	3
	Dependents	3	22	72	3
Major Medical:	Employee	52	0	47	1
	Dependents	4	22	73	1
H.M.O.:	Employee	15	0	22	63
	Dependents	1	10	25	64
Dental:	Employee	28	3	36	32
	Dependents	2	13	54	32
Vision:	Employee	10	0	6	84
	Dependents	1	3	11	84
Disability:	Short Term	37	3	28	31
	Long Term	37	9	32	22
Accidental Death:	Employee	60	6	22	11
	Dependents	5	20	28	47
Group Life:	Employee	66	2	27	5
	Dependents	7	21	30	42
Pension Plan		38	0	2	60
Profit Sharing		24	0	2	73
401-K Plan		11	7	31	51
Employee Stock Option Plan		2	6	7	85
Education/Career Development					
Tuition Reinbursement		27	0	30	43
Workshops, Seminars etc.		66	0	9	25

Table XXVIII
Population Size 250,000 - 1,000,000 AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	63,495	12,019	60,000	3,000
Chief Engineer	26,880	337	26,900	0
Contract Engineer	11,596	0	11,700	0
Program Director	31,395	1,237	29,000	0
Operations Director	31,715	426	30,000	0
News Director	22,096	152	21,000	0
Sports Director	20,405	45	21,000	0
Business Manager/Controller	23,396	250	22,150	0
Traffic Manager/Supervisor	16,458	193	16,554	0
Community/Public Affairs Director	17,602	0	15,750	0
Promotion/Marketing Director	20,226	109	18,600	0
Research Director	13,143	131	14,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	21,738	19,320	19,251
News Announcer	2	18,813	18,000	16,527
News Reporter	2	15,762	16,000	13,716
Farm Reporter	1	25,750	26,000	21,667
News Editor	1	18,591	16,500	15,333
Sports Reporter	1	17,191	16,000	21,261
Technician	2	19,823	20,020	16,371
Continuity Writer/Copywriter	1	16,975	16,000	14,220
Production Person	1	19,730	19,350	18,247
Music Person	1	20,456	20,000	15,635
Traffic/Computer Operator	1	15,315	15,000	12,987
Sales Support Person	1	15,817	15,350	13,977

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	32,735	54,894	42,864	39,996	29,363
Median	27,000	57,391	40,000	40,000	19,500

Table XXVIII (continued)

Methods of Compensation (% of response)	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	1	5	3	18	50
Salary & Bonus	1	29	20	21	6
Straight Com.	27	3	3	11	6
Draw Against Com.	35	2	1	7	0
Salary & Com.	18	34	41	25	33
Salary, Bonus & Com.	9	21	25	14	6
Straight Com. w/bonus	8	7	7	4	0
Other	1	0	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

Paid Vacation	Years of Service						
	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	3

Paid Holidays (average) **7**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	55	1	38	5
	Dependents	9	35	50	6
Surgical Benefits:	Employee	55	1	39	6
	Dependents	10	35	49	6
Major Medical:	Employee	54	1	41	4
	Dependents	9	35	51	5
H.M.O.:	Employee	16	0	16	68
	Dependents	2	15	17	67
Dental:	Employee	34	5	26	35
	Dependents	4	28	34	35
Vision:	Employee	13	2	7	78
	Dependents	1	12	10	77
Disability:	Short Term	30	7	22	41
	Long Term	21	15	26	39
Accidental Death:	Employee	48	5	28	20
	Dependents	5	23	29	43
Group Life:	Employee	56	2	28	13
	Dependents	7	23	24	45
Pension Plan		20	1	1	78
Profit Sharing		13	0	1	86
401-K Plan		6	5	18	72
Employee Stock Option Plan		2	0	3	95
Education/Career Development					
Tuition Reinbursement		29	0	18	53
Workshops, Seminars etc.		59	1	8	33

Table XXIX
Population Size 50,000 - 250,000

AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	42,778	5,480	39,600	0
Chief Engineer	19,899	153	20,200	0
Contract Engineer	9,671	152	7,800	0
Program Director	20,049	230	19,320	0
Operations Director	20,995	172	20,200	0
News Director	17,640	80	17,316	0
Sports Director	16,257	113	16,350	0
Business Manager/Controller	18,950	250	18,000	0
Traffic Manager/Supervisor	13,940	73	13,800	0
Community/Public Affairs Director	14,629	110	14,000	0
Promotion/Marketing Director	17,127	48	16,063	0
Research Director	13,872	0	14,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	6	15,675	14,000	12,555
News Announcer	2	14,723	14,000	13,273
News Reporter	1	13,568	13,000	11,919
Farm Reporter	1	17,347	18,000	14,362
News Editor	1	15,129	15,000	13,629
Sports Reporter	1	14,513	16,050	11,627
Technician	1	16,408	16,200	14,077
Continuity Writer/Copywriter	1	13,807	13,000	12,110
Production Person	1	15,309	15,100	13,305
Music Person	1	15,141	15,600	14,476
Traffic/Computer Operator	1	13,469	13,200	11,318
Sales Support Person	2	13,945	12,700	12,205

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	22,609	39,461	30,928	32,244	18,244
Median	21,000	36,000	30,000	35,000	20,000

Table XXIX
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	11	0	11	69
Salary & Bonus	2	24	31	17	15
Straight Com.	23	6	4	28	0
Draw Against Com.	27	5	3	0	0
Salary & Com.	24	26	36	11	15
Salary, Bonus & Com.	9	22	16	33	0
Straight Com. w/bonus	11	5	6	0	0
Other	3	1	3	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **21%** No **79%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	2	3	3	3

Paid Holidays (average) **6**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	51	2	41	6
	Dependents	11	38	43	8
Surgical Benefits:	Employee	51	2	41	6
	Dependents	12	38	42	8
Major Medical:	Employee	52	2	41	5
	Dependents	12	38	43	7
H.M.O.:	Employee	16	2	10	73
	Dependents	4	12	10	74
Dental:	Employee	20	6	17	57
	Dependents	3	19	21	57
Vision:	Employee	9	3	7	81
	Dependents	2	10	7	81
Disability:	Short Term	23	5	18	56
	Long Term	17	8	16	58
Accidental Death:	Employee	44	3	21	33
	Dependents	9	17	20	54
Group Life:	Employee	54	5	25	16
	Dependents	8	23	21	47
Pension Plan		8	1	2	89
Profit Sharing		13	2	3	83
401-K Plan		3	7	6	84
Employee Stock Option Plan		1	1	1	97
Education/Career Development					
Tuition Reimbursement		23	1	14	63
Workshops, Seminars etc.		49	3	9	40

Table XXX
Population Size Under 50,000
AM/FM Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	31,557	3,712	30,000	0
Chief Engineer	15,840	564	16,700	0
Contract Engineer	6,383	0	5,000	0
Program Director	15,176	300	15,000	0
Operations Director	17,366	146	16,800	0
News Director	14,102	235	14,400	0
Sports Director	12,560	182	12,000	0
Business Manager/Controller	14,353	528	14,400	0
Traffic Manager/Supervisor	11,868	127	12,000	0
Community/Public Affairs Director	11,745	9	12,000	0
Promotion/Marketing Director	16,019	786	13,220	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	4	13,733	12,000	11,251
News Announcer	1	12,815	12,490	11,270
News Reporter	1	13,580	13,510	11,333
Farm Reporter	1	16,333	15,000	13,600
News Editor	1	14,133	15,600	14,000
Sports Reporter	1	11,206	11,440	9,343
Technician	1	10,835	11,230	12,125
Continuity Writer/Copywriter	1	11,861	11,470	10,926
Production Person	1	13,683	12,500	13,673
Music Person	1	12,249	12,080	12,635
Traffic/Computer Operator	1	11,442	11,735	10,016
Sales Support Person	2	12,963	12,000	9,906

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	18,614	31,115	20,999	70,000	15,024
Median	18,000	30,000	20,000	70,000	17,000

Table XXX (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	5	12	6	17	55
Salary & Bonus	1	20	9	0	0
Straight Com.	28	12	17	50	0
Draw Against Com.	24	4	7	8	0
Salary & Com.	26	31	43	17	27
Salary, Bonus & Com.	9	16	15	8	18
Straight Com. w/bonus	7	5	4	0	0
Other	1	1	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **17%** No **83%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	3	3	3

Paid Holidays (average) **6**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	35	4	43	19
	Dependents	11	30	36	23
Surgical Benefits:	Employee	33	4	43	20
	Dependents	11	30	37	23
Major Medical:	Employee	33	4	44	18
	Dependents	10	31	37	22
H.M.O.:	Employee	9	2	13	76
	Dependents	3	7	11	80
Dental:	Employee	5	5	18	72
	Dependents	2	10	14	74
Vision:	Employee	2	2	9	87
	Dependents	1	5	7	88
Disability:	Short Term	16	5	19	60
	Long Term	12	9	12	67
Accidental Death:	Employee	24	4	25	46
	Dependents	8	16	18	58
Group Life:	Employee	37	5	29	28
	Dependents	6	17	22	54
Pension Plan		4	1	2	93
Profit Sharing		12	0	3	85
401-K Plan		0	0	4	96
Employee Stock Option Plan		0	1	0	99
Education/Career Development					
Tuition Reinbursement		24	1	13	62
Workshops, Seminars etc.		49	2	9	40

Table XXXI AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	24,870	1,231	23,400	0
Chief Engineer	11,730	688	10,000	0
Contract Engineer	4,485	11	3,180	0
Program Director	14,982	96	14,000	0
Operations Director	14,403	26	13,000	0
News Director	13,242	98	12,000	0
Sports Director	9,556	89	9,000	0
Business Manager/Controller	15,520	431	13,800	0
Traffic Manager/Supervisor	11,122	84	11,500	0
Community/Public Affairs Director	9,935	131	8,600	0
Promotion/Marketing Director	16,370	250	19,100	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	2	11,785	11,330	10,947
News Announcer	1	12,151	11,756	11,878
News Reporter	2	11,164	13,000	11,134
Farm Reporter	1	14,800	14,800	9,500
News Editor	1	10,700	10,700	7,000
Sports Reporter	1	10,163	10,825	12,133
Technician	2	10,410	9,900	10,410
Continuity Writer/Copywriter	1	12,273	12,125	9,333
Production Person	1	10,295	9,825	12,160
Music Person	1	10,569	10,569	8,137
Traffic/Computer Operator	1	10,376	10,500	9,684
Sales Support Person	1	13,294	10,400	11,776

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	15,438	24,293	20,103	42,400	14,200
Median	15,000	20,800	17,010	42,400	13,400

Table XXXI (continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Oniy	3	16	11	20	50
Salary & Bonus	0	13	5	0	0
Straight Com.	17	3	11	20	0
Draw Against Com.	22	5	11	0	0
Salary & Com.	38	36	37	40	50
Salary, Bonus & Com.	10	20	26	0	0
Straight Com. w/bonus	5	5	0	20	0
Other	3	2	0	0	0

BENEFITS

Paid Sick Days (average) **6** Accumulate? Yes **12%** No **88%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	2	2	3

Paid Holidays (average) **6**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	36	6	28	30
	Dependents	10	28	24	37
Surgical Benefits:	Employee	36	6	26	33
	Dependents	11	28	24	37
Major Medical:	Employee	36	5	26	32
	Dependents	12	27	24	37
H.M.O.:	Employee	3	3	10	83
	Dependents	1	9	7	83
Dental:	Employee	5	5	5	84
	Dependents	0	11	5	84
Vision:	Employee	4	2	4	89
	Dependents	0	8	2	89
Disability:	Short Term	7	3	7	83
	Long Term	3	3	10	83
Accidental Death:	Employee	25	6	14	55
	Dependents	7	16	15	63
Group Life:	Employee	29	8	17	46
	Dependents	7	20	12	62
Pension Plan		6	1	1	92
Profit Sharing		5	1	0	94
401-K Plan		1	2	1	96
Employee Stock Option Plan		0	1	0	99
Education/Career Development					
Tuition Reinbursement		7	2	6	85
Workshops, Seminars etc.		27	5	7	61

Table XXXII
Population Size Over 500,000

AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	31,609	1,441	28,600	0
Chief Engineer	14,937	250	8,500	0
Contract Engineer	5,100	0	5,400	0
Program Director	18,591	405	15,000	0
Operations Director	13,000	0	13,000	0
News Director	14,167	367	10,400	100
Sports Director	N/R			
Business Manager/Controller	19,838	250	16,380	0
Traffic Manager/Supervisor	17,309	317	15,350	200
Community/Public Affairs Director	13,097	525	13,097	525
Promotion/Marketing Director	6,000	0	6,000	0
Research Director	N/R			

		Annual Compensation ($)		
Support Staff	Average Number Fulltime Employees	Average	Median	Average Starting Compensation ($)
On-Air Personality	2	14,299	13,000	12,735
News Announcer	2	11,752	11,752	9,880
News Reporter	N/R	N/R	N/R	N/R
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	N/R	N/R	N/R
Sports Reporter	N/R	N/R	N/R	N/R
Technician	N/R	N/R	N/R	N/R
Continuity Writer/Copywriter	N/R	N/R	N/R	N/R
Production Person	1	18,800	18,800	18,800
Music Person	N/R	N/R	N/R	N/R
Traffic/Computer Operator	1	12,690	12,450	10,670
Sales Support Person	2	18,600	18,600	9,600

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	18,908	35,353	15,428	N/R	N/R
Median	18,400	27,047	16,505	N/R	N/R

Table XXXII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	9	14	0	0	0
Salary & Bonus	0	0	0	0	0
Straight Com.	18	0	0	50	0
Draw Against Com.	27	0	20	0	0
Salary & Com.	36	57	40	50	0
Salary, Bonus & Com.	9	29	40	0	0
Straight Com. w/bonus	0	0	0	0	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) **7** Accumulate? Yes **27%** No **73%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	2	3	3

Paid Holidays (average) **7**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	29	0	35	35
	Dependents	18	12	24	47
Surgical Benefits:	Employee	27	0	27	47
	Dependents	21	14	14	50
Major Medical:	Employee	31	0	31	38
	Dependents	20	13	27	40
H.M.O.:	Employee	0	0	21	79
	Dependents	0	14	7	79
Dental:	Employee	7	13	13	67
	Dependents	0	20	13	67
Vision:	Employee	0	0	0	100
	Dependents	0	0	0	100
Disability:	Short Term	0	0	0	100
	Long Term	0	0	0	100
Accidental Death:	Employee	21	0	7	71
	Dependents	21	0	7	71
Group Life:	Employee	25	6	25	44
	Dependents	13	13	13	60
Pension Plan		8	0	0	92
Profit Sharing		0	0	0	100
401-K Plan		0	0	0	100
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
Tuition Reimbursement		8	0	0	92
Workshops, Seminars etc.		33	0	0	67

Table XXXIII
Population Size 50,000 - 500,000 AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	26,782	1,129	23,500	0
Chief Engineer	10,332	1,309	10,460	0
Contract Engineer	5,162	0	3,600	0
Program Director	17,247	44	16,200	0
Operations Director	14,329	71	13,000	0
News Director	15,560	140	15,300	0
Sports Director	11,550	200	12,950	0
Business Manager/Controller	14,815	236	12,750	0
Traffic Manager/Supervisor	9,913	48	10,000	0
Community/Public Affairs Director	9,322	0	8,600	0
Promotion/Marketing Director	19,407	500	19,200	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	2	11,695	12,000	11,342
News Announcer	1	12,890	13,000	14,426
News Reporter	2	11,997	13,000	12,837
Farm Reporter	1	14,800	14,800	9,500
News Editor	N/R	N/R	N/R	N/R
Sports Reporter	1	9,000	8,000	12,200
Technician	1	6,300	6,300	6,900
Continuity Writer/Copywriter	1	10,920	10,920	9,500
Production Person	1	9,600	9,200	9,360
Music Person	1	10,569	10,569	8,137
Traffic/Computer Operator	1	9,045	8,840	9,572
Sales Support Person	1	12,617	10,800	13,728

	---------- Sales Personnel ----------				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	3				
Annual Compensation ($)					
Average	17,003	27,322	32,250	42,400	14,933
Median	15,000	21,500	33,500	42,400	14,800

Table XXXIII
(continued)

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	15	17	50	0
Salary & Bonus	0	15	0	0	0
Straight Com.	12	0	0	0	0
Draw Against Com.	32	7	0	0	0
Salary & Com.	38	41	50	50	0
Salary, Bonus & Com.	6	15	33	0	0
Straight Com. w/bonus	3	4	0	0	0
Other	6	4	0	0	0

BENEFITS

Paid Sick Days (average) **6** Accumulate? Yes **9%** No **91%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	2	2	2

Paid Holidays (average) **6**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	31	11	27	31
	Dependents	12	28	23	37
Surgical Benefits:	Employee	31	9	27	33
	Dependents	12	26	24	38
Major Medical:	Employee	32	9	25	34
	Dependents	12	27	22	39
H.M.O.:	Employee	3	6	6	86
	Dependents	0	12	3	85
Dental:	Employee	3	5	5	86
	Dependents	0	11	3	86
Vision:	Employee	8	3	5	84
	Dependents	0	14	3	83
Disability:	Short Term	11	5	8	76
	Long Term	6	8	8	78
Accidental Death:	Employee	26	7	14	52
	Dependents	5	18	16	61
Group Life:	Employee	29	10	12	49
	Dependents	8	24	8	61
Pension Plan		6	3	3	89
Profit Sharing		6	3	0	91
401-K Plan		0	6	3	92
Employee Stock Option Plan		0	3	0	97
Education/Career Development					
Tuition Reinbursement		6	6	3	86
Workshops, Seminars etc.		29	13	5	53

Table XXXIV
Population Size Under 50,000 — AM Daytime Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager/Station Manager	20,990	1,248	20,000	0
Chief Engineer	11,056	111	7,000	0
Contract Engineer	3,764	22	2,600	0
Program Director	11,621	30	10,950	0
Operations Director	14,578	0	13,000	0
News Director	11,105	26	11,440	0
Sports Director	7,960	0	6,000	0
Business Manager/Controller	14,062	769	12,000	0
Traffic Manager/Supervisor	10,589	55	10,700	0
Community/Public Affairs Director	8,000	0	8,000	0
Promotion/Marketing Director	17,000	0	17,000	0
Research Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
On-Air Personality	3	10,840	10,650	9,879
News Announcer	1	11,373	10,800	10,118
News Reporter	2	9,080	9,080	8,580
Farm Reporter	N/R	N/R	N/R	N/R
News Editor	1	10,700	10,700	7,000
Sports Reporter	2	13,650	13,650	12,000
Technician	2	14,520	14,520	13,920
Continuity Writer/Copywriter	1	13,625	13,625	9,250
Production Person	2	9,150	9,250	8,320
Music Person	N/R	N/R	N/R	N/R
Traffic/Computer Operator	1	10,413	10,560	9,290
Sales Support Person	2	10,887	8,500	12,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	2				
Annual Compensation ($)					
Average	13,381	19,858	10,141	N/R	12,000
Median	13,000	20,000	10,000	N/R	12,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	19	13	0	50
Salary & Bonus	0	15	13	0	0
Straight Com.	22	7	25	0	0
Draw Against Com.	12	4	13	0	0
Salary & Com.	39	26	25	0	50
Salary, Bonus & Com.	15	22	13	0	0
Straight Com. w/bonus	7	7	0	100	0
Other	2	0	0	0	0

BENEFITS

Paid Sick Days (average) **6** **Accumulate? Yes** **10%** **No** **90%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	1	2	2	2	2	2	3

Paid Holidays (average) **6**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	42	4	26	28
	Dependents	6	34	26	34
Surgical Benefits:	Employee	43	4	24	29
	Dependents	7	35	26	33
Major Medical:	Employee	42	4	26	28
	Dependents	9	32	26	34
H.M.O.:	Employee	5	2	10	83
	Dependents	3	5	10	82
Dental:	Employee	8	3	3	68
	Dependents	0	8	3	89
Vision:	Employee	3	3	5	90
	Dependents	0	5	3	92
Disability:	Short Term	5	3	8	84
	Long Term	3	0	16	81
Accidental Death:	Employee	25	8	15	53
	Dependents	3	19	16	62
Group Life:	Employee	31	7	18	44
	Dependents	3	18	15	64
Pension Plan		5	0	0	95
Profit Sharing		5	0	0	95
401-K Plan		2	0	0	98
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
Tuition Reinbursement		8	0	10	82
Workshops, Seminars etc.		24	0	10	67

Definitions — Support Staff

On-Air Personality
Includes Announcers, DJs and Personalities. Responsibilities are announcing for entertainment and other radio programming.

News Announcer
Specializes in delivering news on the air or serves as an anchor person.

News Reporter
May have title of director in one-person news department. Gathers, writes and feeds news stories from field to station as well as gathering and writing stories in-house via telephone, wire and other sources.

News Editor
Responsibilities involve reviewing and editing news service copy, network news and locally gathered news materials.

Sports Reporter
Reports sports events play-by-play, does interviews and news inserts.

Technician
Operates and maintains studio transmitter equipment.

Continuity Writer/Copywriter
Writes commercial copy and previews commercial material written by outside sources.

Production Person
Writes, produces and coordinates the production of all commercial, promotional and public service announcements.

Music Person
Responsible for previewing, selecting and cataloging the music portion of the stations program direction.

Traffic/Computer Operator
Prepares a minute by minute schedule of all on-air radio programming, commercials and public service announcements, and any other announcements. May be responsible for entering all pertinent data into the computer and generating necessary reports.

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Table I

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	12	5	12	27
Salary & Bonus	1	24	17	16	20
Straight Com.	25	5	7	10	3
Draw Against Com.	33	5	8	10	5
Salary & Com.	23	31	35	26	36
Salary, Bonus & Com.	9	20	21	18	7
Straight Com. W/bonus	8	3	7	5	1
Other	0	1	1	3	1

Table II
Revenue Size Over $5 Million

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	0	0	0	16
Salary & Bonus	0	45	24	27	37
Straight Com.	29	1	10	5	0
Draw Against Com.	39	5	8	8	0
Salary & Com.	12	24	36	32	37
Salary, Bonus & Com.	5	22	18	19	11
Straight Com. W/bonus	16	1	2	5	0
Other	0	1	2	3	0

Table III
Revenue Size $2 - $5 Million

All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	3	7	6
Salary & Bonus	0	29	27	14	24
Straight Com.	27	0	1	2	0
Draw Against Com.	47	4	4	14	12
Salary & Com.	12	27	35	21	55
Salary, Bonus & Com.	6	30	27	31	3
Straight Com. W/bonus	8	2	3	5	0
Other	0	1	1	5	0

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Table IV
Revenue Size $1 - $2 Million

All Stations

	Sales Personnel				
Methods of Compensation (% of response)	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	1	8	7	6	42
Salary & Bonus	1	23	22	6	8
Straight Com.	25	6	4	18	8
Draw Against Com.	41	5	4	12	0
Salary & Com.	13	30	21	41	25
Salary, Bonus & Com.	8	22	27	18	17
Straight Com. W/bonus	10	6	13	0	0
Other	1	1	0	0	0

Table V
Revenue Size $500,000 - $1,000,000

All Stations

	Sales Personnel				
Methods of Compensation (% of response)	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	1	11	6	26	41
Salary & Bonus	0	25	15	16	14
Straight Com.	22	5	6	16	0
Draw Against Com.	33	5	10	16	9
Salary & Com.	23	32	39	16	27
Salary, Bonus & Com.	11	19	15	5	5
Straight Com. W/bonus	9	2	10	5	5
Other	0	0	0	0	0

Table VI
Revenue Size $250,000 - $500,000

All Stations

	Sales Personnel				
Methods of Compensation (% of response)	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	1	15	3	31	55
Salary & Bonus	4	19	8	13	18
Straight Com.	24	7	11	19	9
Draw Against Com.	25	5	13	6	0
Salary & Com.	29	31	35	19	9
Salary, Bonus & Com.	10	17	24	6	9
Straight Com. W/bonus	7	4	7	6	0
Other	0	1	0	0	0

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Table VII
Revenue Size Under $250,000 — All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	24	12	24	45
Salary & Bonus	1	16	9	12	0
Straight Com.	24	5	9	18	9
Draw Against Com.	25	6	9	0	0
Salary & Com.	32	34	39	18	27
Salary, Bonus & Com.	10	13	14	12	9
Straight Com. W/bonus	5	2	6	12	0
Other	0	1	2	6	9

Table VIII
Population Size Over 2.5 Million — All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	5	2	2	6
Salary & Bonus	0	31	13	17	25
Straight Com.	29	1	9	12	0
Draw Against Com.	42	5	13	12	13
Salary & Com.	15	30	36	32	44
Salary, Bonus & Com.	7	26	24	20	13
Straight Com. W/bonus	6	2	4	5	0
Other	0	0	0	0	0

Table IX
Population Size 1 Million - 2.5 Million — All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	5	5	7	13
Salary & Bonus	0	35	31	34	39
Straight Com.	23	2	5	0	0
Draw Against Com.	46	8	7	14	4
Salary & Com.	15	27	28	17	43
Salary, Bonus & Com.	7	22	23	28	0
Straight Com. W/bonus	9	1	2	0	0
Other	0	0	0	0	0

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Table X
Population Size 500,000 - 1,000,000 — All Stations

	Sales Personnel				
Methods of Compensation (% of response)	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	4	10	2	6	19
Salary & Bonus	0	25	24	11	31
Straight Com.	20	3	0	0	0
Draw Against Com.	42	4	4	6	6
Salary & Com.	18	33	41	33	31
Salary, Bonus & Com.	6	22	24	22	6
Straight Com. W/bonus	9	1	2	11	6
Other	0	3	2	11	0

Table XI
Population Size 250,000 - 500,000 — All Stations

	Sales Personnel				
Methods of Compensation (% of response)	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	1	10	2	5	17
Salary & Bonus	1	27	18	5	8
Straight Com.	20	2	3	10	0
Draw Against Com.	40	5	6	10	17
Salary & Com.	13	27	39	38	50
Salary, Bonus & Com.	11	24	24	19	8
Straight Com. W/bonus	13	4	5	5	0
Other	1	1	3	10	0

Table XII
Population Size 100,000 - 250,000 — All Stations

	Sales Personnel				
Methods of Compensation (% of response)	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	1	13	9	42	31
Salary & Bonus	2	23	21	17	13
Straight Com.	27	3	5	17	0
Draw Against Com.	34	5	3	0	0
Salary & Com.	21	33	29	17	44
Salary, Bonus & Com.	9	19	21	8	13
Straight Com. W/bonus	8	3	12	0	0
Other	1	1	0	0	0

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Table XIII
Population Size 50,000 - 100,000 — All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	11	4	0	88
Salary & Bonus	2	23	15	0	0
Straight Com.	23	10	7	0	13
Draw Against Com.	24	4	13	60	0
Salary & Com.	34	34	30	20	0
Salary, Bonus & Com.	10	13	17	0	0
Straight Com. W/bonus	6	4	15	20	0
Other	1	1	0	0	0

Table XIV
Population Size 25,000 - 50,000 — All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	16	6	25	64
Salary & Bonus	2	22	6	8	9
Straight Com.	22	5	8	25	0
Draw Against Com.	26	7	10	0	0
Salary & Com.	31	32	42	33	18
Salary, Bonus & Com.	9	15	17	8	0
Straight Com. W/bonus	10	3	10	0	0
Other	0	1	0	0	9

Table XV
Population Size Under 25,000 — All Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	21	15	42	22
Salary & Bonus	4	11	3	8	0
Straight Com.	32	11	20	25	22
Draw Against Com.	21	3	8	0	0
Salary & Com.	27	28	35	0	33
Salary, Bonus & Com.	11	20	13	8	22
Straight Com. W/bonus	4	4	8	17	0
Other	0	1	0	0	0

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Table XVI

Fulltime AM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	13	2	8	14
Salary & Bonus	1	17	6	15	21
Straight Com.	21	5	6	0	0
Draw Against Com.	33	10	9	15	0
Salary & Com.	28	36	47	35	50
Salary, Bonus & Com.	6	13	22	19	14
Straight Com. W/bonus	9	4	8	8	0
Other	1	1	0	0	0

Table XVII
Population Size Over 1 Million

Fulltime AM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	0	7	0
Salary & Bonus	0	21	11	14	25
Straight Com.	19	0	6	0	0
Draw Against Com.	45	15	11	14	0
Salary & Com.	21	33	50	36	25
Salary, Bonus & Com.	2	21	22	21	50
Straight Com. W/bonus	12	3	0	7	0
Other	0	0	0	0	0

Table XVIII
Population Size 250,000 - 1,000,000

Fulltime AM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	16	0	0	17
Salary & Bonus	0	9	0	0	33
Straight Com.	29	6	6	0	0
Draw Against Com.	33	16	6	17	0
Salary & Com.	19	34	56	50	50
Salary, Bonus & Com.	10	19	25	33	0
Straight Com. W/bonus	6	0	6	0	0
Other	2	0	0	0	0

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Table XIX
Population 50,000 - 250,000 — Fulltime AM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	16	0	20	33
Salary & Bonus	3	18	14	20	0
Straight Com.	18	2	0	0	0
Draw Against Com.	29	10	7	20	0
Salary & Com.	33	37	36	20	67
Salary, Bonus & Com.	4	10	14	0	0
Straight Com. W/bonus	10	6	29	20	0
Other	1	2	0	0	0

Table XX
Population Size Under 50,000 — Fulltime AM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	13	6	0	0
Salary & Bonus	2	20	0	100	0
Straight Com.	20	11	13	0	0
Draw Against Com.	28	4	13	0	0
Salary & Com.	33	37	44	0	100
Salary, Bonus & Com.	7	7	25	0	0
Straight Com. W/bonus	8	7	0	0	0
Other	0	2	0	0	0

Table XXI — FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	8	7	10	18
Salary & Bonus	1	25	17	12	23
Straight Com.	24	3	10	12	3
Draw Against Com.	38	3	11	16	13
Salary & Com.	21	32	29	29	38
Salary, Bonus & Com.	9	26	23	16	8
Straight Com. W/bonus	6	2	3	3	0
Other	0	1	0	2	0

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Table XXII
Population Size Over 1 Million

FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	4	4	6	9
Salary & Bonus	0	32	19	15	32
Straight Com.	27	1	9	15	0
Draw Against Com.	48	4	9	18	14
Salary & Com.	13	30	30	29	45
Salary, Bonus & Com.	6	27	25	15	0
Straight Com. W/bonus	5	2	4	3	0
Other	0	0	0	0	0

Table XXIII
Population Size 250,000 - 1,000,000

FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	9	3	6	0
Salary & Bonus	2	25	21	11	0
Straight Com.	23	1	0	6	0
Draw Against Com.	43	1	10	6	29
Salary & Com.	16	31	34	39	57
Salary, Bonus & Com.	9	29	31	22	14
Straight Com. W/bonus	5	1	0	6	0
Other	0	3	0	6	0

Table XXIV
Population Size 50,000 - 250,000

FM Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	1	11	19	33	40
Salary & Bonus	0	19	6	0	20
Straight Com.	22	5	19	0	10
Draw Against Com.	31	3	19	67	0
Salary & Com.	33	38	13	0	10
Salary, Bonus & Com.	9	25	25	0	20
Straight Com. W/bonus	5	0	0	0	0
Other	0	0	0	0	0

APPENDIX -- 1987 ERRATA

Table XXV
Population Size Under 50,000 FM Stations

	Sales Personnel				
Methods of Compensation (% of response)	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	3	12	12	67	100
Salary & Bonus	3	20	12	0	0
Straight Com.	23	6	18	33	0
Draw Against Com.	27	4	12	0	0
Salary & Com.	24	31	29	0	0
Salary, Bonus & Com.	13	20	6	0	0
Straight Com. W/bonus	8	6	12	0	0
Other	0	0	0	0	0

Table XXVI AM/FM Stations

	Sales Personnel				
Methods of Compensation (% of response)	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	1	12	4	14	37
Salary & Bonus	2	27	21	21	19
Straight Com.	26	6	7	14	2
Draw Against Com.	32	4	5	3	2
Salary & Com.	20	28	34	19	33
Salary, Bonus & Com.	10	19	19	19	4
Straight Com. W/bonus	9	4	9	7	2
Other	0	1	1	3	2

Table XXVII
Population Size Over 1 Million AM/FM Stations

	Sales Personnel				
Methods of Compensation (% of response)	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Salary Only	0	4	2	0	15
Salary & Bonus	0	44	33	43	38
Straight Com.	24	1	5	0	0
Draw Against Com.	43	4	9	5	0
Salary & Com.	15	24	28	14	46
Salary, Bonus & Com.	10	22	21	38	0
Straight Com. W/bonus	8	0	2	0	0
Other	0	0	0	0	0

APPENDIX -- 1987 ERRATA

Table XXVIII
Population Size 250,000 - 1,000,000 AM/FM Stations

	Sales Personnel				
Methods of Compensation (% of response)	**Account Executive**	**General Sales Manager**	**Local Sales Manager**	**National Sales Manager**	**Co-op Coordinator**
Salary Only	3	7	2	7	27
Salary & Bonus	0	33	25	7	27
Straight Com.	17	3	2	7	0
Draw Against Com.	43	4	2	7	7
Salary & Com.	12	26	38	29	27
Salary, Bonus & Com.	9	21	23	14	7
Straight Com. W/bonus	17	5	5	14	7
Other	0	1	3	14	0

Table XXIX
Population Size 50,000 - 250,000 AM/FM Stations

	Sales Personnel				
Methods of Compensation (% of response)	**Account Executive**	**General Sales Manager**	**Local Sales Manager**	**National Sales Manager**	**Co-op Coordinator**
Salary Only	1	11	6	38	60
Salary & Bonus	2	24	20	13	0
Straight Com.	28	9	6	25	0
Draw Against Com.	29	2	4	0	0
Salary & Com.	24	33	33	25	40
Salary, Bonus & Com.	8	15	17	0	0
Straight Com. W/bonus	7	5	14	0	0
Other	1	1	0	0	0

Table XXX
Population Size Under 50,000 AM/FM Stations

	Sales Personnel				
Methods of Compensation (% of response)	**Account Executive**	**General Sales Manager**	**Local Sales Manager**	**National Sales Manager**	**Co-op Coordinator**
Salary Only	2	19	5	27	50
Salary & Bonus	3	17	5	7	7
Straight Com.	31	7	17	33	7
Draw Against Com.	23	6	7	0	0
Salary & Com.	23	26	38	13	21
Salary, Bonus & Com.	12	21	14	7	7
Straight Com. W/bonus	6	3	14	13	0
Other	0	1	0	0	7

APPENDIX -- 1987 ERRATA

Table XXXI

AM Daytime Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	23	15	25	40
Salary & Bonus	1	18	15	13	0
Straight Com.	27	5	0	0	20
Draw Against Com.	21	5	12	0	0
Salary & Com.	33	32	35	25	20
Salary, Bonus & Com.	11	14	18	25	20
Straight Com. W/bonus	7	0	3	0	0
Other	0	2	3	13	0

Table XXXII
Population Size Over 500,000

AM Daytime Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	6	20	25	0	0
Salary & Bonus	0	20	0	100	0
Straight Com.	39	10	0	0	0
Draw Against Com.	6	10	25	0	0
Salary & Com.	28	20	25	0	0
Salary, Bonus & Com.	11	20	25	0	0
Straight Com. W/bonus	11	0	0	0	0
Other	0	0	0	0	0

Table XXXIII
Population Size 50,000 - 500,000

AM Daytime Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	18	0	0	100
Salary & Bonus	2	29	29	0	0
Straight Com.	26	0	0	0	0
Draw Against Com.	32	9	12	0	0
Salary & Com.	14	26	29	0	0
Salary, Bonus & Com.	18	12	18	50	0
Straight Com. W/bonus	8	0	6	0	0
Other	0	6	6	50	0

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Table XXXIV
Population Size Under 50,000 — AM Daytime Stations

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	2	28	31	40	25
Salary & Bonus	0	10	0	0	0
Straight Com.	24	8	0	0	25
Draw Against Com.	16	2	8	0	0
Salary & Com.	51	38	46	40	25
Salary, Bonus & Com.	4	14	15	20	25
Straight Com. W/bonus	4	0	0	0	0
Other	0	0	0	0	0

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